

Vacancy at Ranpak

Global Director of Field Services

Ranpak®

Deliver a Better World™



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Requirements

- Over 12 years of experience
- In customer success, services and spares, or aftermarket
- In a machine manufacturing or automation equipment environment
- Proven track record of optimizing and growing a global services organization with P&L responsibility
- Experience leading global or EMEA-wide teams
- Commercial leader who turns service propositions into scalable revenue streams
- Fluent in English

📍 Eygelshoven

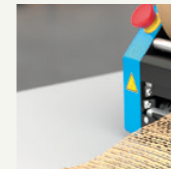
As the global pioneer in sustainable, paper-based packaging and automation, Ranpak serves customers like Ikea, Amazon, and Walmart in more than fifty countries worldwide. The Global Director of Field Services turns services and spares into a powerful growth engine for the rapidly scaling business, roughly doubling its share of revenues from the installed base.

About Ranpak

Since 1972, Ranpak has focused on replacing plastics in secondary packaging with innovative, paper-based solutions. Its portfolio is organized around two business units: **Protective Packaging Solutions (PPS)** and **Automation**. PPS provides in-the-box paper solutions and machines for a broad range of applications and industries. Automation builds advanced end-of-line systems that optimize box sizing, filling, and packing in high-volume warehouses, combining mechanical expertise with machine vision, data, and software. Together, these businesses help customers improve supply chain performance and cost while moving away from single-use plastics.

Ranpak operates at the intersection of three powerful growth trends: e-commerce, warehouse automation, and sustainability. With e-commerce forecast to grow around fourteen percent per year through 2030 and warehouse automation about fifteen percent, recently adopted measures such as the EU Packaging and Packaging Waste Regulation are set to further fuel demand. In 2024, Ranpak generated 369 million dollars in net revenue and 84 million dollars in Adjusted EBITDA. As packaging automation in warehouses is still in the early stages and underpenetrated, the runway for growth is substantial. That potential is clearly reflected in Ranpak Automation, which has delivered around forty percent year-on-year growth since 2020.

The listed international company operates an asset-light, partnership-driven model. The group serves customers in more than fifty countries through an exclusive network of over 250 distributors, supported by a portfolio of more than six hundred patents across its protective packaging and automation solutions. Ranpak employs over nine hundred people globally, with its corporate headquarters in Ohio, regional leadership in the Netherlands and Singapore, and a dedicated automation facility in Connecticut. Teams work closely with customers and partners to co-develop solutions that improve productivity, lower total cost of ownership, and accelerate the transition to more sustainable supply chains.





Global Director of Field Services

The Global Director of Field Services owns the full post-sales experience for Ranpak's installed base across both PPS and Automation, including the P&L responsibility. In this new role, they set the global strategy to achieve ambitious revenue growth with services and spares and deliver an outstanding customer experience. While they effectively manage the differences between regions and countries, they also capture global synergies, share best practices, and use company-wide platforms such as ServiceNow and SAP to standardize service processes, capture data consistently, and steer performance across regions. The resulting service philosophy and professional organization help set Ranpak apart in an increasingly competitive market and offers customers a seamless experience.

Post-Sales for Automation and Protective Packaging Solutions

As Automation is set to grow from roughly forty to one hundred million dollars in revenue by 2028, the installed base now requires a more structured and aligned global services and spares organization. The Global Director of Field Services designs compelling after-sales and service propositions that generate scalable revenues and sets their team and external partners up to deliver these effectively. This includes the digital offering of the Ranpak Connect software, which uses machine vision and packaging automation data to give end customers actionable insights.

The Director aligns the regions on a coherent, effective approach for hotline responses, preventive maintenance, and spare parts sales to help customers maximize uptime. They also strengthen cooperation between internal departments to optimize the full chain of activities, from ticket handling to on-site intervention and commercial follow-up. By clarifying responsibilities and ensuring the right tools

and KPIs are in place, the Director manages Field Services as a commercial, P&L-driven business. As a result, they drive the proportion of services and spares from the current fifteen percent of revenue to thirty percent.

In PPS, the Director grows service revenues substantially through the company's external partners and Ranpak's field services teams. They turn services and spares into a clear, compelling offering for end users, then work with distribution partners and internal sales to bring it to market, drive uptake, and ensure partners stay incentivized to deliver the agreed service model.

” *The ideal Director has already done this before. They have built a highly effective global Field Services organization. They know how this machine manufacturing industry works, have tackled similar challenges for the kind of end customers we serve, and understand how to scale an installed base into a strong, recurring revenue engine.”*

▪ **Bryan Boatner, Chief Revenue Officer**

The Global Director of Field Services reports directly to the Chief Revenue Officer, who also has the regional commercial leaders reporting to him. They lead the worldwide services and spares organization across PPS and Automation, including the regional leads and their field services and service operations teams in Europe, the Americas, and Asia. The Director is responsible for shaping and expanding their team effectively as the business grows. Based in one of Ranpak's headquarters, this role is inherently international with around a quarter to half of the Director's time spent traveling to visit teams, partners, and customers.





This is an exciting opportunity for an experienced services leader who combines commercial acumen with strategic ambition and wants to be part of this fast-growing company driven by its strong purpose and machine vision. The Director is energized by being on the ground with their people and customers and excels at building alignment across functions and regions. They balance commercial and process optimization capabilities with the ability to think out of the box when it comes to, for example, hub expansion and the potential of AI and data for their business. By shaping a world-class services and spares organization, they help customers run smarter and more sustainable operations, turning every service interaction into a concrete step towards Ranpak's mission to Deliver a Better World.



Interested?

Ranpak is working with Top of Minds to fill this vacancy.
To express your interest, please contact Stephanie Stuit at
stephanie.stuit@topofminds.com



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