

Vacancy at Construsoft

Head of Global Marketing



CONSTRUSOFT



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Requirements

- Over 8 years of experience
- In B2B marketing leadership roles
- With a focus on global marketing strategy and customer acquisition
- In-depth knowledge of technical marketing, marketing automation, and new marketing techniques
- Experience in a scale-up environment
- Willingness to travel

 **Barcelona**

Construsoft Group is a leader in the construction software industry, providing innovative solutions to professionals worldwide. The Head of Global Marketing will be responsible for overseeing all aspects of the Construsoft Group's global marketing efforts, developing strategies to generate inbound leads, and crafting and maintaining a strong brand identity.

About Construsoft

Construsoft is a global leader in providing digital solutions that support the building industry in its pursuit of enhanced productivity and collaboration. By leveraging model-based software and offering a wide array of complementary services, Construsoft aims to drive digital transformation across the construction sector. The company strongly believes that achieving success in construction requires more than just innovative technology; it necessitates a synergy of advancing processes, technology, and skilled people.

Construsoft's software solutions are all developed to facilitate open Building Information Modeling (BIM), making it easier for companies to collaborate effectively. As the official local partner of Tekla and Trimble Connect, Construsoft provides cutting-edge software solutions alongside consulting, training, and ongoing support – all designed to optimize construction and supply chain management. This holistic approach ensures that the company's clients, which include leading firms like Celsa and Acciona, can seamlessly adopt digital workflows, improve project efficiency, and achieve better results, all while supporting a more sustainable industry overall. One of the projects Construsoft worked on in recent years was the remodeling of the Santiago Bernabéu stadium, home to the Real Madrid soccer team.

Transitioning to a centralized organisation

Headquartered in Zevenaar, the Netherlands, Construsoft operates across 13 regional offices in South America and Europe, employing nearly 200 people worldwide. As part of its ambitious growth strategy, the company is currently transitioning from a decentralized structure to a centralized organization with a group-level framework. This transformation is expected to streamline operations and position Construsoft for ambitious growth. Over the coming years, the company aims to triple its revenue by expanding into new markets, strengthening its presence in existing ones, and diversifying its product portfolio.





Head of Global Marketing

As the Construsoft Group continues to expand its global presence and adapt to the evolving demands of the construction software industry, the Head of Global Marketing will play a crucial role in defining and driving the company's marketing strategy on an international scale. This senior leadership role is responsible for building a cohesive global marketing vision, crafting strategies that strengthen brand identity, and implementing initiatives that generate inbound leads, enhance customer acquisition and retention, and drive business growth.

At the core of the role is a commitment to building a strong and coherent brand, and a strong focus on lead generation. The Head of Global Marketing will lead an international marketing team to develop and execute comprehensive marketing strategies that align with Construsoft's overarching business goals. Through extensive market research and a deep understanding of market trends, customer needs, and the competitive landscape, the Head of Global Marketing will ensure that the brand resonates with target audiences and maintains relevance and impact. This includes designing promotional campaigns, crafting go-to-market plans for new products and services, and working closely with the sales and product teams to seamlessly align marketing efforts with the company's offerings.

An essential component of this role is data-driven decision-making. By leveraging the latest marketing technologies and tools, the Head of Global Marketing will establish processes for monitoring, measuring, and analyzing marketing effectiveness. They will set and track KPIs to assess progress, optimize marketing tactics, and provide actionable insights to the C-level Leadership Team.

Additionally, the Head of Global Marketing is responsible for managing the global marketing budget. By making informed budget allocations and ensuring a strategic

investment in marketing resources, they will maximize return on investment and support Construsoft's growth objectives. As a strategic advisor to the executive team, this role also involves providing regular updates on marketing metrics, contributing to financial planning, and advising on budgeting and forecasting. The Head of Global Marketing reports to the CEO.

“With marketing moving to a group level, we need centralized processes in place. You'll be setting up these key frameworks, and your expertise and strong leadership skills will help guide the team effectively throughout this transition.”

Jan Fennema,
CEO

In this dynamic role, the Head of Global Marketing will work closely with other departments to foster collaboration and ensure that marketing initiatives support broader business objectives. Optimizing and centralizing group processes is essential, along with establishing a unified way of working. By spearheading global marketing efforts, the Head of Global Marketing will help Construsoft solidify its position in the market, expand its reach, and continue to build a reputable and impactful global brand in the construction software industry.

The ideal candidate brings a strong background in B2B marketing leadership, along with hands-on experience in setting up scalable teams, and establishing growth-focused policies. Exceptional leadership and communication skills enable them to inspire cross-functional, international teams to reach ambitious marketing goals. The role offers substantial opportunities for career growth, both within Construsoft and the wider industry.





Interested?

Construsoft 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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