



# VACANCY



## Area Sales Manager EMEA

Mustad's EMEA Area Sales Manager is the driving force behind the company's sales performance in Germany, Austria, Switzerland, England, and France. A role that comes with great responsibility: sales from the EMEA region account for almost a third of the entire turnover of the global market leader in hoof care.

### For whom?

- 5+ years of sales experience
- Stakeholder Management
- P&L responsibility
- English and German proficiency



## About Mustad

Wherever there are horses, there are Mustad products. The family business that was founded in Norway has been the market leader in the niche market in which it has been operating for almost 200 years and employs around 600 people worldwide. Horseshoe nails, horseshoes, farrier tools and horse care products: Mustad only manufactures and sells the best of the best. The EMEA Leadership team operates from the Dutch distribution center in Lelystad.

Mustad has manufacturing and distribution facilities in The Netherlands, Sweden, USA, Brazil, Colombia, Australia, Argentina, Mexico, Turkey and Morocco. The family business has a committed and loyal work atmosphere, yet they operate at the level and with the strength of a well-oiled multinational. Even though in recent years a growing number of players have entered the market, particularly as a result of the rise of online sales of similar products, Mustad is still the market leader. This is due in no small part to the tremendous reputation of the brand, which is known throughout the world for its many years of service, its vast knowledge of the industry and its high-quality products.

### **Opportunities aplenty in the niche market**

The market is far from saturated; there are still plenty of opportunities to gain more market share from the competition. This is not always an easy task; sales processes are often lengthy and complex. That is where the Area Sales Manager EMEA comes into play.



## Area Sales Manager EMEA

One third of Mustad's turnover worldwide comes from the EMEA region. The EMEA Area Sales Manager is responsible for eighty percent of this turnover. The focus is on Germany, Austria, the German-speaking part of Switzerland, England and France. Where necessary, the Area Sales Manager also supports the Global Sales Director, Juan Carlos Agudelo, in serving the Southern European market. This is the very same man to whom the Sales Manager reports directly. In England and France, she/he manages two Key Account Managers herself, and she/he also joins the local Leadership Team.

In addition to the existing markets and customers, the Sales Manager also has an eye for any new, potentially interesting markets. For example, Mustad is already active in South Africa, but the rest of the continent is still uncharted territory. In short: there are plenty of opportunities and possibilities for the sales driven, goal-oriented Area Sales Manager.

### **Role with a great deal of responsibility and freedom**

In addition to a great deal of responsibility, the role also comes with a great deal of freedom. Therefore, the ideal candidate must certainly be an outspoken self-starter: someone who loves to run her/his own business, and at the same time truly enjoys being part of a great company with ditto products and reputation. She/he is passionate about further strengthening the position of Mustad in the EMEA region and knows exactly what is needed to make that happen. The ideal candidate is a team player who makes accurate assessments for both the short and the long term and knows exactly how to communicate these clearly and pleasantly to other teams and departments.



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## From a simple barn to a star-studded stable

In addition to a creative, innovative and sales-driven mindset, the Area Sales Manager also possesses the ability to go the distance: in this niche market, sales processes can sometimes take longer and be more complex. Therefore, good stakeholder management is an equally indispensable skill for the candidate. Affinity with horses and equestrian sports is not a must, but it is a plus. The Area Sales Manager adapts effortlessly to any type of customer and any environment. 'Whether she/he is operating in a simple barn or in a star-studded stable, the Area Sales Manager is always in her/his element,' they say jokingly at Mustad.

**"By nature, our industry is quite traditional, and currently finds itself in the midst of a transition. Especially now, there is a great need for someone with a fresh perspective and an innovative approach to the market."** – Juan Carlos Agudelo, Global Sales Director





# Interested?

Mustad works with Top of Minds to fill this vacancy.  
Contact Wiebe Smit for more information.

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