



#VACANCY



CCO

Board-level position at a flourishing multinational committed to transforming from a traditional into a digital-first business.

An incredible growth story

Kramp is one of the hidden gems of the Dutch business world. Due to their B2B focus, consumers are often unfamiliar with Kramp and their incredible success. The commitment and entrepreneurship of this family business have resulted in an excellent market position in Europe. And by means of early digitalisation, Kramp is futureproofing this position a little more every day.

Kramp is a large-scale supplier of parts for the agricultural sector. Based in Varsseveld in the East of the Netherlands, present throughout Europe.

The company offers an impressive range of 500,000 SKUs. If a tractor or other equipment breaks down, Kramp delivers the right replacement parts the next morning before 8 AM. This ensures the agricultural mechanisation business and its customers, the farmers, can always continue their work. Nearly all of Europe is serviced by 11 distribution centres.

With over 3,000 employees, Kramp will generate a turnover of 940 million Euros in 2020. Kramp started the process of digitising a large part of their operation at an early stage. As a result of the first-mover advantage, the company is currently quickening its growth.

In e-commerce, the snowball effect is significant. A larger assortment means more customers. Higher volumes result in more appealing pricing. Higher turnover means more room for investment. Which in turn gives rise to a technological edge that is difficult for other players to overcome. This has created an upward spiral of strong organic growth, completed by an international buy & build strategy which even further supports Kramp's position as the face of the industry in Europe.

It's that easy.

The transformation

The Value Chain is changing

Kramp is the prevailing channel in the value chain from manufacturers to dealers to farmers. As transactions increasingly move online, the role of the dealers becomes more and more service-oriented and value-adding. Kramp is an important enabler for the dealers in their transformation. Also, the direct relationship with farmers becomes crucial.

Account management is adapting

The relationship between Kramp and the dealers becomes more and more based on co-creating value as the nature of account management changes. The process of order intake and stock management is increasingly automated by means of ERP integrations and other digitalisation. Helping the dealers in their process of transformation is where Kramp fulfils its mission.

Kramp is evolving

It was many years ago that Kramp started the process of digital transformation. Since then, the company has evolved from a traditional wholesaler into an innovative e-commerce multinational, connecting all partners through the end-to-end value chain. And still, it is founded on the same tight and personal relationships.

The playing field is expanding

Kramp has identified several growth opportunities in its strategy 2025, one of which is the expansion into adjacent spare parts markets and industries.

The CCO is at the heart of the transformation

The CCO helps the business strike the right balance between on-line business and off-line relationships. Managing the synergy between e-commerce and account management. This is a highly impactful role as a board member that stretches far beyond the commercial boundaries of sales management.



It's that easy.



Company profile FIGURES 2019

€ **>872_M**
TURNOVER

6.1%
GROWTH

32_M
INVESTMENTS

>40_K
CUSTOMERS

4.1
SATISFACTION (SCALE 1-5)

>302_K
ONLINE VISITORS WEEKLY

>500_K
PARTS

<232_M
ON STOCK

98.8%
DELIVERED ON TIME

>750_K
SHELF LOCATIONS

>120_K
ORDER LINES PER DAY

>7.5_K
METRES ROLLER CONVEYOR

22
SALES OFFICES

11
DISTRIBUTION CENTRES

>3,000
EMPLOYEES (FTE)

RETAIL CONCEPTS

ONE-STOP-SHOP

FAST DELIVERY

ONLINE SERVICES

INNOVATIVE SERVICES

MULTI BRAND

SHARING KNOWLEDGE

MOBILE SOLUTIONS

ADDED VALUE

CORE VALUES





CEO
Eddie Perdok

CFO
Hans Scholten

COO
Martijn Bonte

CCO
Vacancy

CDO
Arnoud Klerkx

CHRO
Andrea Bodstein

**DIRECTOR
MARKETING**

**DIRECTOR
PROCUREMENT**

**DIRECTOR
PRODUCT
MANAGEMENT**

**REGION
COMMERCIAL
DIRECTOR
NORTH**

**REGION
COMMERCIAL
DIRECTOR
WEST**

**REGION
COMMERCIAL
DIRECTOR
EAST**

**SALES
DEVELOPMENT
DIRECTOR**

It's that easy.

Vacancy: CCO

Position

The board at Kramp consists of six people. The CCO is responsible for Account Management, Sales Development, Branding, Product Management and Procurement. This scope covers roughly a third of the people working at Kramp.

Purpose of the role

The CCO executes the digital transformation of the sales and service organisation in the coming years, collaborating with the COO and CDO in an essential triangle around the customer, aligning commerce with operations and digital.

Success factors

The top priorities - and as such success factors - in this role are currently:

1. Growth

Growing the business and expanding it to adjacent (after-sales) markets.

2. Transformation

Co-leading the digital transformation, which extends beyond e-commerce but includes the implementation of a more fact-based way of working alongside intuitive entrepreneurship.

3. Customer value

Creating an end-to-end value stream for Kramp's customers. The CCO manages all partners in the value chain, from suppliers via strategic procurement and product management to partners to customers. And all of this will be farmer-centric, because Kramp exists to enhance the life and business of the farmer.

4. Network

The CCO is a strong connector who thrives on building personal relationships with customers, suppliers, partners, and international stakeholders.

It's that easy.

Responsibilities

The CCO empowers seven directors to excel in their respective domains.

1. Region Commercial Director (3x)

Together, the three Region Commercial Directors are responsible for 24 countries. With these Directors, there is a close collaboration to monitor performance and resolve issues in the commercial operation.

This is the heart of the business, where Kramp meets its customers on a daily basis. This is also the heart of the digital transformation, renewing the way of working of account management into a more fact-based process. There is a split reporting line from the country organisations. The Commercial Director reports to the CCO, the Operations Director in each country organisation to the COO.

2. Director Sales Development (vacancy)

The Director Sales Development is responsible for continuous and long-term strategic sales development, developing new client segments, developing partnerships with OEMs, fostering a strong retail channel, optimising the OEM business, creating new value-adding Business Solutions, and facilitating an effective Internal Sales Academy.

3. Director Product Management (vacancy)

The goal of the Director Product Management is to achieve maximum return and profitability for Kramp's extensive product range. Together with the CCO, they will develop a strategy that will provide a more sustainable assortment by developing a strong product lifecycle, best-practice product management, and optimisation.

4. Director Marketing

Marketing within the CCO domain covers the Kramp brand, campaigns, and sales support. Marketing is also responsible for the own brand product line, accounting for 10% of total revenue.

5. Director Procurement

Together with the Director Procurement, the CCO is responsible for Strategic Supplier Management, strengthening and professionalising the relationship with suppliers. Procurement takes care of the commercial negotiations so that Operational Purchase (reporting to the COO) can order the needed goods at the right time.



It's that easy.

Candidate profile

Connector

The relationship component of B2B commerce is of existential importance to Kramp, with both customers as well as suppliers

Online savvy

Candidates for this role will have a deep understanding of the e-commerce industry and a proven track-record in embracing and nurturing change

Empathic change agent

Leading a transformation at board level requires a bold dot at the horizon and the organisational sensitivity to push and pull

Well-grounded

Combining highly advanced cognitive abilities with a healthy dose of pragmatism is of the essence

Team player

The board operates as a tight team, valuing debate and openness as well as kindness, diversity and inclusion

Seasoned

Candidates for this role will have board-level experience

Interested?

Kramp works with Top of Minds to fill this vacancy.
For more information contact Vivian Linker at
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