



VACANCY

Global Digital Sales Transformation

Requirements

- Minimum of 5 years of international experience (in consulting, transformation or business project management)
- Global project management
- Commercial knowledge, e.g. improvement of CRM process
- Relationship building
- Organizational sensitivity

📍 Almere 📁 Minimum of 5 years' experience



LeasePlan offers car-as-a-service solutions for private, SME and corporate customers in 32 countries worldwide. The Global Digital Sales Transformation Manager supports commercial growth with global business transformation, benchmark analyses and exchange and implementation of best practices all over the world.





ABOUT THE COMPANY

About LeasePlan

LeasePlan is a global leader in car-as-a-service with approximately 1.9 million vehicles under management in over 30 countries. LeasePlan purchases, funds and manages new vehicles for customers. The company provides a complete end-to-end service for clients with a typical contract duration of three to four years. LeasePlan's mission is to provide what's next in sustainable mobility so customers can focus on their future.

LeasePlan expects accelerated growth in all market segments. Their growth is fueled by-among other things- the full-service subscription megatrend, the demand for e-commerce related delivery vehicles, and the increased desire for car-as-a-service in SME and private lease.

LeasePlan's ability to capture the significant growth ahead is linked to the ability to deliver better digital services than competitors at lower costs. Hence their strategy is to transform to a fully digital business model.

The department of Direct SME/Private Lease and Digital Transformation works for the CCO to create commercial growth with business transformation in the direct SME and private lease segment.





VACANCY

Vacancy: Global Digital Sales Transformation Manager

The Global Digital Sales Transformation Manager is a central linchpin within the global organization, focused on commercial growth in SME and private lease. She/he derives insights and manages projects across markets to support and improve their direct-channel commercial performance.

The Global Digital Sales Transformation Manager is a pro-active change manager, responsible for the exchange of learnings and best practices in the community. With activities in 32 countries, almost every practice has been done in another country before. The Global Digital Sales Transformation Manager works with a wide range of stakeholders across countries. The Global Digital Sales Transformation Manager drives community activities and engagement to further enhance implementation of pilots and projects. They create relevant playbooks, workshops and content to exchange information.

In case a pilot or new project is initiated in a country, the Global Digital Sales Transformation Manager supports as a project manager in local implementation challenges. Examples of projects include the implementation of new commercial training programs or harmonizing CRM set ups. In case a pilot is successful, the Global Digital Sales Transformation Manager initiates and supports its global roll-out. They also participate in global (digital) transformation projects when overarching global business knowledge is required.



The Global Digital Sales Transformation Manager is also responsible for delivering (benchmark) data analyses for commercial performance. They identify areas for further improvement, for example in commercial conversion or pipeline numbers. They translate outcomes into concrete actions and toolkits to enhance commercial growth.



“The Global Digital Sales Transformation Manager is a commercial – not technical – role; targets are based on business and commercial growth. There is a lot of freedom and autonomy to the role, with eminently high accountability”

Hanneke ter Velde, Global Director Direct Sales SME/private lease & Digital Transformation



Interested? This client works with Top of Minds to fill this vacancy. To express your interest, contact Vivian den Dekker at vivian.dendekker@topofminds.com to express your interest.