



VACANCY

# Strategic HR Business Partner

## Requirements

- Over 7 years of experience
- In HR
- Within European matrix organizations
- Partnering with tech and finance teams
- Digital transformation
- Workforce management
- Talent acquisition

📍 Remote / Varsseveld 🧳 Minimum of 7 years experience





Kramp is Europe's number one agricultural wholesaler and they keep growing fast. The company is in the process of streamlining its e-commerce strategy, as part of a company-wide digital transformation. The Category Group Manager will lead a team of product managers in professionalizing the online strategy for two of Kramp's six main product groups.







## ABOUT THE COMPANY

# Kramp

**Kramp Group is Europe’s largest agricultural wholesaler. They offer more than 500,000 different spare parts and accessories for the sectors Agriculture, Forest & Grass Care, and Construction. Kramp is well-known for their exceptional service, next-day delivery on thousands of items, and excellent value for money. This is what makes them the ultimate one-stop shop for every agricultural dealer.**

But Kramp is much more than a parts supplier. They consistently improve their services to be as efficient and straightforward as possible. By focusing on digitization, e-commerce, and innovation, they continue to maintain their leading role in the market and stay ahead of competitors.

**“Kramp still feels like the start-up we were over seventy years ago. We have the spirit of a family business and the international success of a large multinational.”**

**Eddie Perdok, CEO of KRAMP**

Each year, Kramp continues to achieve strong growth. With headquarters in The Netherlands, they also have eleven distribution centers, twenty-four sales offices, more than 3,500 employees and over one billion euros in revenue. As a leading player in their market – and supported by investor NPM Capital – Kramp is perfectly positioned to achieve their significant growth plans.





With its digital transformation, Kramp is ramping up for the future and putting ecommerce at the center of its sales strategy. A new Director of Product Management joined last year in order to create a brandnew, digital-first product strategy. The Category Group Manager will support the Director of Product Management by taking ownership of two of Kramp's core product groups and implementing a best practice, data-driven way of working.





# Strategic HR Business Partner

**In line with the company-wide transformation, Kramp is also undergoing an HR transformation, shifting from an operational way of working towards a strategic and proactive approach. As a strategic and business-minded individual, the Strategic HR Business Partner embodies these changes, with a specific focus on supporting the tech and finance organizations. They partner with Kramp's Executive Board and Leadership Team members and are involved in strategic discussions. The Strategic HRBP translates the overall strategy into the People and Organization agenda for the relevant departments, for which they lead the implementation in close collaboration with the other HR teams.**

The Strategic HRBP has a pan-European outlook and is ready to travel ~20% of the time. They focus on strategic and long-term HR topics such as organizational design, governance, strategic workforce planning, leadership, succession planning, and talent and performance management. As part of an e-commerce focused company, the Strategic HRBP is also concerned with themes around e.g. near-shoring / off-shoring, data strategy and skills, continuous improvement culture, and shared services set-ups. Additionally, they are involved in M&A and post-merger integrations to assess and manage the staff. They also provide thought leadership on resource- and capacity planning for large-scale projects, and drive the transformation towards a digital maturity level in terms of leadership development and skill building.



As an experienced HR Business Partner, they understand business needs. They know which KPIs drive value and how people and the way things are organized can be the key to success. They also partner with HR expertise centers to continuously improve HR practices, such as frameworks, policies, culture, and values. Reporting to the CHRO, the Strategic HRBP is part of the HR Leadership Team and co-owns Kramp's people strategy. ■

**Interested?** Kramp has appointed Top of Minds to fill this vacancy. To express your interest, please contact Dox Wijers at [dox.wijers@topofminds.com](mailto:dox.wijers@topofminds.com).

