



VACANCY

# Global Innovation Lead

## Requirements

- 10+ years of experience
- In an international B2B or B2B2C product organization
- Experience with BI / data analytics
- And innovation methodologies and tools
- Multi-level and multi-functional stakeholder management
- University degree in Marketing, Business Administration or related

 Oostrum  Minimum of 10 years experience



**Cordstrap ensures the safe transportation of goods with solutions that protect the goods themselves, the people handling them, and the industrial environments they pass through. The market-leading company is looking for a Global Innovation Lead to drive innovation capabilities and create new value streams to support their ambitious growth targets.**





## ABOUT THE COMPANY

# Cordstrap

**Cordstrap is the global market leader in Protection Engineering, mitigating risks associated with the movement of goods, protecting products, people, and places. Cordstrap works closely with customers to provide advice and solutions for a broad variety of global shipping needs. The wide product range of e.g., strapping, lashing, dunnage bags, moisture control and cargo monitoring services is combined with application expertise and local regulatory knowledge to create tailor-made load securement solutions.**

Headquartered in The Netherlands with a global presence of sales offices, factories, and distribution partners, Cordstrap has 500 employees present in 22 countries and serves customers in over 50 countries worldwide.

Cordstrap is building a fit-for-future sales approach where commercial teams strike the right balance between customer acquisition, development, and retention. A model whereby sales activity is based and focused on potential and high value opportunities in the three main application segments; Container Protection (CP), Heavy-Duty Securing (HDS) and Palletizing, Unitizing and Bundling (PUB).



# Global Innovation Lead

**Cordstrap is amidst an exciting strategic journey to create even more value for their customers. The market-leading company is transitioning from product sales and technical advice to solution selling, grounded in a high-quality portfolio and globally entrusted brand. Given the strategic direction of Protection Engineering, the commercial focus therefore lies on multi-location and multi-application customers, and the company aims to further develop their value selling capabilities by working together with customers to engineer out risks through an analyze, advise, act, assure concept.**

As commoditization is a constant threat in the industry, there is a need to create new value, inspirational innovations, and develop new products and propositions. The company is therefore expanding their team to include dedicated emphasis on innovation development, alongside additional marketing functions, hiring multiple strong strategic and hands-on VP-1 level profiles to enable increased focus in this space.

The Global Innovation Lead will build up Cordstrap's innovation capabilities from the ground up, maximizing the current potential of the organization and enable the business to reach the next level. They inspire, enable, and motivate a diverse group of key internal stakeholders to work together to define, create and execute impactful innovation strategies and processes. She/he thinks outside of the box and will build an environment where creativity and co-creation is both stimulated and encouraged.





The Global Innovation Lead will operate in the center of a collaborative triangle together with Segment Marketing, PPI, and the Application Engineers. Together they will generate customer, market- and competitor intelligence, develop ideas from a business and technology perspective, assess their feasibility, carry out competitor benchmarking, test hypotheses, and even initiate and manage co-developments with customers. These will lead to the development and implementation of cost to quality projects, new application driven solutions, long-term sustainability projects, and future next-gen digital initiatives.

Playing a key role within the coordination and execution of these various strategic projects, the Global Innovation Lead will collaborate with various international stakeholders including sales, marketing activation, operations, IT and even external agencies or partners. She/he is a pro-active self-starter and will be coached and mentored by the CEO, while reporting into a tailored C-level Innovation Board.

The Global Innovation Lead has a strong business sense and experience setting up innovation initiatives, processes, and tools within an international organization. The Global Innovation Lead is a key contributor during the entire process of each innovation. Taking a customer-centric approach, she/he drives innovation within all areas of the business and utilizes insights from both the industry and other markets as inspiration for disruptive change.



Cordstrap is a fast-growing organization where creative ideas and taking initiative are valued. The Global Innovation Lead will make a significant impact on Cordstrap's future value-based business model. It is well suited for someone who is an entrepreneurial and result-driven innovation expert full of curiosity and eagerness to dive into Cordstrap's business and products and create new value for their customers. The role offers both creative freedom and a high-level of responsibility with the exciting opportunity to significantly contribute to the Protection Engineering mission. ■



**Interested?** Cordstrap is working with Top of Minds to fill this vacancy. To express your interest, please contact Stephanie Stuit at [stephanie.stuit@topofminds.com](mailto:stephanie.stuit@topofminds.com).



**“Cordstrap is a mid-size multinational with a global scope, but still small enough to drive fast decision making and achieve results at a very high speed. This role gives you the opportunity to drive the innovation strategy and its execution, significantly impacting the way we do business and create value.”**

– Brad Tribble, CEO