



TRESPA®



VACANCY

Marketing Director

Requirements

- Over 10 years' related work experience
- Marketing background with premium brands
- Solid understanding of multi-layered value chain to end users
- Expertise building an international marketing team
- Background in B2B Manufacturing
- Knowledge of supply chain for physical (construction) products

Weert Minimum of 10 years experience



Trespa is a premium player in architectural materials. Backed by parent-company Broadview, and its shareholder HAL Investments, the premium quality panel manufacturer is strengthening its position as an innovative market leader. The Marketing Director will lead their vision to transform Trespa's marketing strategy.





ABOUT THE COMPANY

Trespa International

Trespa is internationally recognized for its premium quality panels used for exterior cladding, decorative façades, and scientific surface solutions. The company works closely with architects, designers, installers, distributors, raw material suppliers to ensure their superior value and quality for end-users.

The company manufactures all their products in a 200,000 square meter production facility in Weert, The Netherlands, which is located next to its international headquarters. Trespa employs about seven hundred people and reports annual sales of over 250 million euros in more than seventy countries worldwide.

Trespa is part of Broadview, a Netherlands-based holding company with activities in two areas: material technology and energy. They are part of the leading global material technology focus along with other international companies like Formica, Westag, and Arpa. These other companies target residential and commercial interior applications. While Trespa focuses on exterior applications, labs, and healthcare and meet the strict market demands thanks to their panels' high UV and chemical resistance.



Supported by its strong sales and profitability numbers, Tresa is poised to invest in growth to strengthen its market-leading position. Their strategic priority is to expand their global footprint with a marketing transformation. They are changing from traditional B2B marketing, focused on marketing communications, to a wider approach that supports a commercial strategy with increased visibility of Tresa's propositions throughout the value chain.



Marketing Director

The Marketing Director plays a pivotal role in redesigning Trespa's marketing strategy. They will build, shape and lead the marketing team to drive its implementation. The new strategy focuses on Trespa's premium products and will enable an end-to-end marketing funnel of tailored touchpoints and user experiences. The Marketing Director will become a member of Trespa's Management Team and act as a key sparring partner for the CEO.

The core activities of the Marketing Director and their team are aimed at:

- Strategic marketing – assess where to play, grounded in solid market understanding, opportunity assessments, and business cases, and how to win through product and market combinations, channel optimizations, and portfolio innovations.
- Product management – broaden the scope from technical-oriented product management to product marketing management (profit, pricing, proposition, positioning) through a value-based and segment-oriented approach.
- Marketing communications – expand the marketing messaging, including the technological strength of the products and market-leading sustainability approach with a keen eye for focused and flawless omnichannel marketing communications.

A vital aspect of the new marketing strategy will be to increase visibility of Trespa's proposition towards all players along the value chain. The industry Trespa operates in is specification-driven and project-based, with sales running indirectly through distributors to construction companies and installers. Trespa needs architects and designers to guide its high-quality solutions. Historically, the company has successfully built a solid reputation and premium brand name within this community. However, a commercial challenge lies in expanding its presence along the entire value chain.

The Marketing Director will frequently interact with other Group peers and with Musa, Broadview's Marketing Center of Excellence in Italy, which is focused on marketing and design. They will also work closely with Trespa's global and local sales teams and functions such as finance, regarding pricing, R&D, and logistics.

This role offers a seasoned marketing professional the opportunity to rebuild Trespa's product marketing organization and transform how the entire company perceives its marketing strategy. They can leverage the company's respected brand name, premium-quality products, and Broadview's global support. Given the size of the organization, they will play a key role in expanding Trespa's global position and can directly impact its international success. ■



Interested? Trespa International werkt voor invulling van deze vacature met Top of Minds. Neem contact op met Stephanie Stuit via stephanie.stuit@topofminds.com om te laten weten dat je interesse hebt in deze vacature.



It will be up to the Marketing Director to introduce a marketing approach that champions the B2B premium brand we are. It's a transformation that requires a marketing professional with an entrepreneurial mindset and an extensive marketing track record along with an analytical way of working and strong business acumen.

Gilles Rabot, CEO of Trespa