



**cordstrap**  
The Passion to Protect

VACANCY

# Segment Marketing Team Lead

## Requirements

- Over 10 years' experience
- In business development and / or strategy consulting
- Within a B2B environment
- Strategic leadership
- Stakeholder management

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**Cordstrap safely transports goods with solutions that protect the goods, people handling them, and industrial environments they pass through. To create even more value, they recently transitioned from a product-oriented approach to a segment-oriented, solutions approach. The Segment Marketing Team Lead will guide and grow the central team and global capability to drive this transition.**







## ABOUT THE COMPANY

# Cordstrap

**Cordstrap is the global market leader in protection engineering, mitigating risks during movement of goods, and protecting products, people and places. They work closely with customers to provide advice and solutions for a wide variety of global shipping needs. These include strapping, lashing, dunnage bags, moisture control, and cargo monitoring services. Cordstrap also provides application expertise and their local regulatory knowledge to create tailor-made load securement solutions. Whether shipping large cargo, hazardous chemicals or fragile materials, Cordstrap ensures cargo is safely moved.**

Headquartered in The Netherlands, with global sales offices, factories and distribution partners, Cordstrap has 500 employees in twenty-two countries and serves customers in more than fifty countries, worldwide.

Cordstrap is building a fit-for-future sales approach. This means commercial teams will strike the right balance between customer acquisition, development and retention. Their business model of sales activity focuses on potential and high value opportunities in three main application segments. These are: Container Protection (CP), Heavy-Duty Securing (HDS) and Palletizing, Unitizing and Bundling (PUB). Container Protection (CP) is their largest and fastest growing segment. To maintain their momentum and leadership position among competitors, Cordstrap's strategy is to focus on high value products and services, innovation, and cross-selling.







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## Segment Marketing Team Lead

Reporting to a Strategy Board led by the CEO, the Segment Marketing Team Lead will develop the segment marketing organization, capabilities and operating model. They will lead and grow a central team of globally oriented marketeers and product managers, made up of three FTEs. This includes the capability on product range and technical support, and being responsible for portfolio reviews and rationalization, knowledge management, webinars, training and competitor benchmarking, as well as digital and services capabilities. The role will also develop digital and service concepts, and external partnerships.

The Segment Marketing Team Lead's mission is to generate customer, market and competitor intelligence, define segment goals and strategies (where to play/how to win), as well as help define innovation priorities and the roadmap. They will act as a direct sparring partner for all Sales VPs across the regions and fuel a regional commercial growth strategy.

The Segment Marketing Team Lead is accountable for P&L and revenue, and closely involved in improving sales performance in line with the long term commercial strategy. With a clear outside-in perspective, they will identify potential partnerships and M&A candidates.





In this role, stakeholder management and relationship management skills are vital to drive change towards a segment focused organization. They will engage the sales regions in North America, Central and Southern Europe, LATAM and Asia Pacific/Middle East. In addition, the Segment Marketing Team Lead will establish strong relationships throughout the value chain, from operations and procurement to production, in order to deliver the segment plans.

In this role, stakeholder management and relationship management are important to drive the change towards a segment focused organization. By engaging the sales regions (North America, Central and Southern Europe, LATAM and Asia Pacific/Middle East) and establishing strong relationships throughout the value chain (operations, procurement, production, etc.) commitment will grow to execute against the segment plan.

As a driver of change, this leadership role needs to be an excellent communicator, resilient and flexible, and have a can-do mentality. The Segment Marketing Team Lead will play an essential role that will enable the organization to shift towards a long-term value creation mentality.■

**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 very quickly. This role has the opportunity to define the segment strategy and drive the execution, which significantly impacts how we do business and create value. To be successful, this role needs to be steadfast, enjoy influencing others and have a passion for B2B marketing.”**

Brad Tribble CEO of Cordstrap