



VACANCY

# Senior Marketing Manager

## Requirements

- Over 6 years of work experience
- Background in Marketing
- Data-driven
- Passion for sustainability
- Project management skills

 Utrecht  Minimum of 6 years experience

A satellite is visible in the upper left corner of the image, set against the dark background of space. The satellite has various panels and antennas. Below it, a white arrow-like shape points downwards towards the text.

**Satelligence is the world leader in remote sensing technology for sustainable sourcing. The scale-up provides insights that support its clients in protecting the planet and achieving profitable and climate positive supply chains. The Senior Marketing Manager will accelerate growth by developing and executing the marketing strategy and building Satelligence's marketing team.**



ABOUT THE COMPANY

# Satelligence

**Satelligence provides global corporations – such as Mondelez, Bunge, Cargill, Unilever, Rabobank, and many more – with critical sustainability insights empowering them to minimize their global environmental footprint. By combining data from ESA and NASA satellites with AI-powered predictive modeling and in-depth local expertise, the scale-up helps its clients get more grip on their supply chains, which are often complex and scattered.**

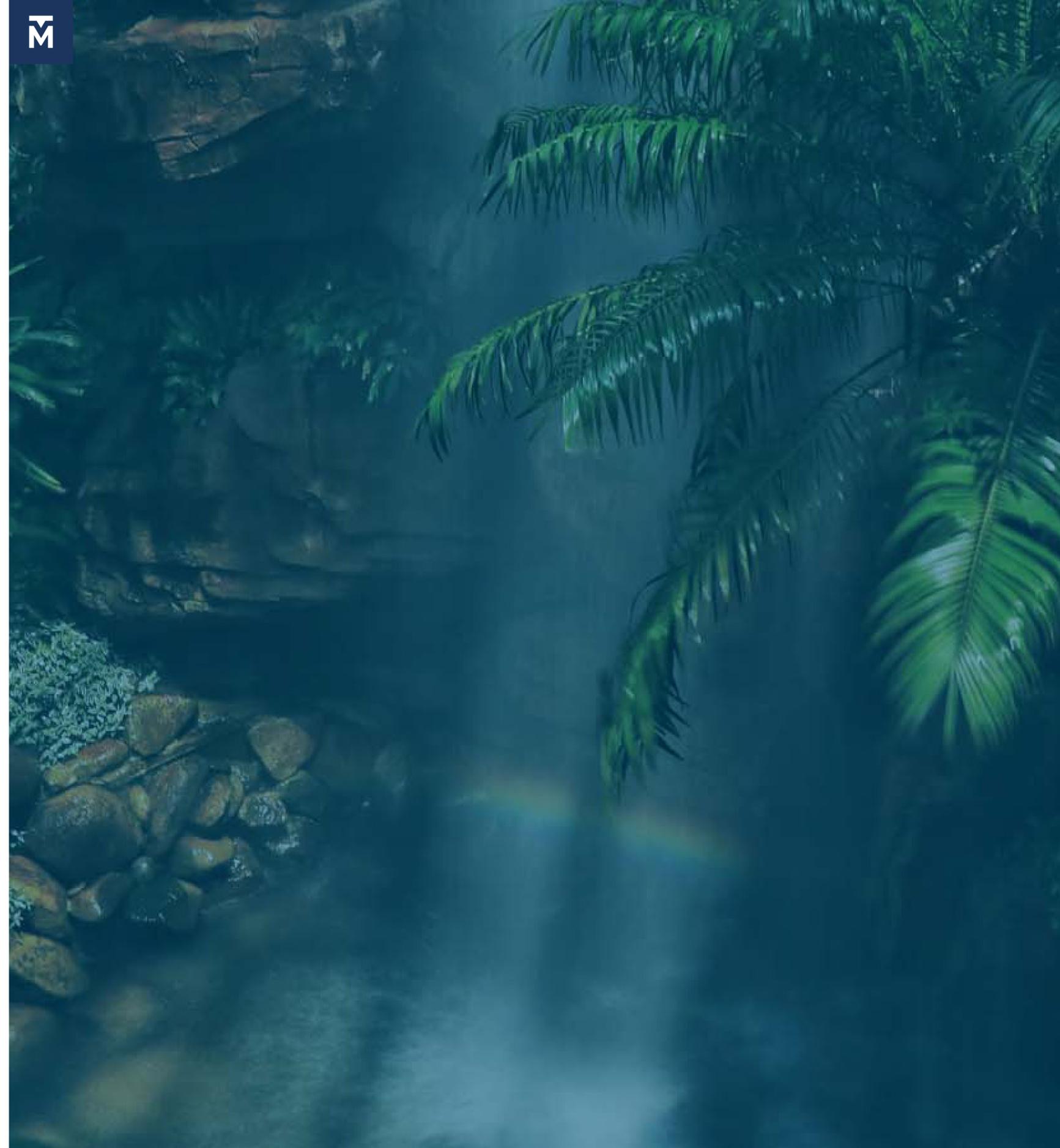
Satelligence's subscription services offer value to every party directly or indirectly involved in agriculture, e.g., farmers, traders, manufacturers, agribusinesses, and financial institutions with agricultural investments. The company constructs real-time dashboards and reports that allow its clients to track their progress against climate objectives, protecting them from risks like deforestation and inspiring them to operate more sustainably.

*"We want to make sustainable agriculture the norm. Our insights empower large corporations to combat deforestation, protect biodiversity, and decrease carbon losses." – Niels Wielaard, founder & CEO*





The scale-up – founded in 2016 – currently employs about forty people, working out of offices in Utrecht, Washington DC, and several locations in Asia-Pacific, Africa, and South America. Satelligence has been growing fast and works tirelessly to expand its client base and extend its services. The company is looking for specific expertise to add to its team to boost its growth.





VACANCY

# Senior Marketing Manager

**The Senior Marketing Manager will design, implement, and optimize Satelligence's marketing programs across industries and regions. They will manage multiple large-scale marketing initiatives, monitor their effectiveness through data and analytics, and apply a wide range of marketing strategies to attract new clients and grow existing accounts. One of the Senior Marketing Manager's main challenges will be expanding the scale-up's client base beyond early adopters. This asks for optimizing and fully leveraging the customer journey, a marketing approach that includes educating the market, and the right tone of voice and messaging that balances Satelligence's benefits in terms of sustainability and compliance with environmental standards.**

One of the primary responsibilities of the Senior Marketing Manager will be to lead, support, and grow the marketing discipline, currently consisting of two people, and coordinate the contributions of external agencies. They will work closely with other departments within Satelligence, for example, with Sales to deliver customized pipeline generation programs, with Customer Success to support client success plans, and with Product to tailor and execute the go-to-market strategy.



Upcoming legislation makes this a great time to join Satelligence. Large operators and traders who sell their products in the EU will face new guidelines for deforestation-free commodities. This accelerates the market, and Satelligence is well prepared to accommodate the increased demand. It will be up to the Senior Marketing Manager to deploy a marketing strategy to leverage this opportunity.■



**“Being a young scale-up, a data-driven marketer who brings fresh ideas, can instigate change, and thrives in a fast-paced environment would be a perfect fit. The scope of our new Senior Marketing Manager will naturally expand as we grow, providing plenty of opportunity for impact and professional development.”**

Martine Melis, Chief Operations Officer

**Interested?** Satelligence is working with Top of Minds to fill this vacancy. To express your interest, please contact Max Tasseron at [max.tasseron@topofminds.com](mailto:max.tasseron@topofminds.com).

