



cordstrap
The Passion to Protect

VACANCY

European Director of Strategic Accounts

Requirements

- 10+ years' experience
- In sales and business development
- Within an international B2B or B2B2C product organization
- Strong Team Leader
- Stakeholder Management

📍 Oostrum 📁 Minimum of 10 years experience



Cordstrap's solutions safely transport and protect the goods, people handling them, and industrial environments they pass through. Their new European Director of Strategic Accounts will accelerate growth and increase the company's market share by enhancing the sales strategy and expanding its European client portfolio.



ABOUT THE COMPANY

Cordstrap

Cordstrap is the global market leader in protection engineering, mitigating risks associated with the movement of goods, and the protection of products, people, and places. They work closely with customers to provide tailored advice and solutions for a variety of global shipping needs. They combine a wide product range of EG, strapping, lashing, thinning bags, moisture control and cargo monitoring services with application expertise and local regulatory knowledge to create customized load security solutions. From large project cargo and hazardous chemicals to fragile materials, Cordstrap ensures every kind of cargo is moved safely.

With headquarters in The Netherlands and a global presence of sales offices, factories, and distribution partners, Cordstrap has 500 employees present in twenty-two countries and serves customers in more than fifty countries.

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





VACANCY

European Director of Strategic Accounts

Cordstrap has identified unlimited growth potential in the protection-engineering segment and will continue to expand its global business footprint. The European Director of Strategic Accounts will play a pivotal role in accelerating this growth and increasing the company's market share by effectively managing strategic accounts and enhancing the current European customer portfolio.

As the leader of key international accounts with a footprint in Europe, the Director will be responsible for all sales and business development activities within this customer portfolio. They will focus on retention and expansion, develop long-term relationships with existing accounts to understand challenges and increase revenue within the current portfolio, as well as identify and pursue new business opportunities to maximize growth in the European market. This role needs a commercial mindset to build momentum within the organization, drive the development of customer-centric solutions and pursue cross-selling opportunities.

The European Director of Strategic Accounts will report to the VP and interact with Cordstrap's Executive Leadership team. They know the importance of teamwork and effective collaboration and are committed to leading change within the organization and industry.



This role will lead a team of three Strategic Account Managers, who also liaise with regional account teams of more than thirty FTEs, field and inside sales professionals, as well as with distribution partners. Leading example, they will introduce best practices and streamline processes while building up key account management capabilities. Working closely with the Regional Marketing Activation Manager, the Director will also develop state-of-the-art lead generation and account nurturing activities.

To succeed, the Director should be an inspirational leader who cultivates a culture based on trust and transparency. They motivate, guide, and mentor teams and individuals, support professional growth and enable high performance. Through open communication, the Director ensures an inclusive environment where all ideas are valued and taken into account when developing key account strategies and action plans.

Cordstrap is a fast-growing organization that values creative ideas and people who take initiatives. This exciting role is based in Oostrum, The Netherlands and includes site visits to existing and potential clients across Europe. It is a perfect fit for a strategic sales manager with a passion for empowering people. ■



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.



“The European Director will define account growth strategies, build team capabilities, and drive the execution, which will significantly impact the way we do business and create value. They will bring vision and inspiration to the team and take our business in Europe to the next level.”

Paul de Weert, VP Sales of Cordstrap