



Vacancy

Head of Food Service - Eastern Europe

Kraft *Heinz*



Kraft Heinz is one of the largest food and beverage companies in the world. The organization is focused on expanding its brand in emerging markets and the foodservice sector. The Head of Food Service Eastern Europe will drive this growth, leading the team and taking charge of important accounts in the region.

Requirements

- Over 8+ years of experience
- In depth commercial exposure in marketing & sales
- In an international food service environment
- Experience with cross-functional & multi-cultural teams
- Strong negotiator and stakeholder manager
- Analytical and results-driven

 **Amsterdam**

 **Minimum of 8 years' experience**



About the company

Kraft Heinz

Kraft Heinz is the fifth largest food and beverage company in the world. The company owns some of the biggest global brands in the food industry, including iconic Heinz Ketchup. Their unparalleled portfolio can be found in retail stores and foodservice channels around the world and are trusted household names that every family has in their fridge or pantry.

This global powerhouse has employees in more than 40 countries and 26 billion in revenue. The company highly values their customers and employees. The people-centric brand places the consumers at the center of everything they do and is dedicated to providing high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go. Kraft Heinz values diversity and different points of view and encourages employees to innovate, anticipate and respond to the consumers' future needs.

Aspiring to be the best food company in the world, Kraft Heinz is in the middle of a transformation journey to 'sustainably grow by delighting more consumers daily'. In order to achieve these goals, the company is focused on increasing their brand presence and extending their products' reach in three key focus areas: The United States, emerging markets, and the food service sector. ▶



Vacancy

Head of Food Service – Eastern Europe

Kraft Heinz has historically been dependent on developed markets. The company sees significant potential to grow their brand and market share by expanding their business in emerging markets and foodservice. The Head of Food Service Eastern Europe will play an important role within the organization’s strategic transformation as the leader of the company’s foodservice operations in the Eastern European region.

An ambitious go-getter, the candidate will hit the ground running, investing in building strong relationships with key accounts and confidently leading the food service team, actively pursuing growth opportunities to achieve impressive results.

The company’s Eastern European business unit is highly profitable, consistently delivering double digit growth with plenty of room to continue expanding. The region includes 25 countries, which are managed by a highly international team of 46 people / +18 nationalities who are in two offices, the HQ in Amsterdam, and a legal entity in the Czech Republic. The food service business in the various countries operates via local distributor model (except in Czech Republic where a local team is based) and consists of two main segments, Global Key Accounts, including large chains and Quick Service Restaurants (QSRs), and Independents like smaller chains and shops in local countries. ▶





The Head of Food Service's strategically manages all key and independent client relationships in the Eastern European region, identifying and pursuing growth opportunities and developing and implementing national food service plans across sub-channels and multiple categories. This includes participating in tender processes with key accounts, developing attractive pitches and effectively negotiating to close important deals. Additionally, they will work closely with dedicated distributors and wholesalers, building a strong network in the various markets and local countries and enabling access to new business opportunities with independents.

The Head of Food Service thrives in the driver's seat, consistently taking ownership of their deliverables and responsibility for their team's performance. They will report to the Managing Director Eastern Europe and be a member of the regional leadership team. The candidate will manage two direct reports and indirectly 6 Sales Business Developers and 4 food service key accounts managers. An inspirational mentor, the Head of Food Service will build up the team's industry knowledge, enhance technical capabilities, increase efficiencies and improve account management abilities.

In this dynamic role, the Head of Food Service is in contact with a variety of stakeholders, from various countries and backgrounds daily. A culturally connected people-person, they carefully navigate conversations, understanding when and how to adjust their message based on the recipient to ensure their communication is clear and effective. ▶



They seamlessly adapt to change and are easily comfortable in new environments, taking the time and effort to get to know their clients and team members on a deeper level and build collaborative relationships.

Kraft Heinz offers a lively, creative and inclusive work environment with a diverse international team who are passionate about food. This role will be based in the company's Amsterdam office and the candidate will travel (one week) monthly to the various local countries to visit distributors and key accounts. It's an exciting opportunity for an energetic and entrepreneurial leader who is eager to take charge and make a lasting impact at one of the largest companies in the world. ■



“Kraft Heinz products are staples in kitchens around the world, but we see even more potential to enter new markets and gain new customers. This is an opportunity to really make your mark, on the team and the market, as the leader of not one but two of the company’s most important focus areas for future growth.”

**Alexandra Colleaux,
HR Business Partner Eastern Europe**

Interested?

Kraft Heinz is working with Top of Minds to fill this vacancy.

To express your interest, please contact Emily Olij at emilyolij@topofminds.com.