



Vacancy

Commercial Director





Body&Fit is a market leading sports nutrition and healthy lifestyle brand in the Benelux region. The company has ambitious goals and is looking for a Commercial Director to drive the growth of their retail, convenience and wholesale channels, leading a team of driven professionals and managing key relationships to enhance brand presence and increase market share.

Requirements

- Over 10+ years of experience
- In eCommerce
- Leading commercial teams in retail
- In a FMCG organization
- Strong stakeholder management and leadership skills
- Analytical and results-driven



Amsterdam



Minimum of 10 years' experience



About the company

Body&Fit

Body&Fit is a market leading sports nutrition company which sells a wide variety of sports nutrition, supplements, and dietary products. Founded in the Netherlands in 1995, the company is on a mission to inspire people around the world to lead a fitter and healthier lifestyle. Their objective is to make sports nutrition accessible to everyone and help people everywhere pursue their personal health and fitness goals.

In 2017, Body&Fit joined Glanbia Performance Nutrition (GPN), a world leader in innovation and new product development with a rich heritage in the sports nutrition industry. Today Body & Fit has one of the most extensive and innovative sports nutrition portfolio's in the world . The company also offers expert advice for every health and fitness journey and prides themselves on providing excellent customer service.

Body&Fit believes that there are many ways to be fit and that the path to fitness is very personal. The company strives to support individuals around the world along their path to being fit, in a way that is sustainable, enjoyable and suits them as a person and their lifestyle. Whatever the goal, Body&Fit is like a sparring partner, providing support every step of the journey.

Body&Fit is currently in the process of repositioning its brand, strengthening the company's omnichannel strategy and increasing offline distribution to maintain a market leading position in the Benelux region. ▶





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Body&Fit has traditionally focused on growing their global brand with a strong D2C proposition, earning the majority of their revenue through sales via online platforms. The company has ambitious growth goals for the future and sees significant potential to expand their brand and market share offline.

The Commercial Director will play a crucial role in Body&Fit's future success as the leader of the company's offline business. They will lead a young and enthusiastic team, further develop relationships with current customers, and drive the expansion of the organization's offline distribution network, increasing sales in retail, wholesale, on-the-go and vending distribution channels in Benelux. The Commercial Director is the bridge between the strategic vision for the future of Body&Fit's offline business and on-the-ground execution needed to make it happen. They will report directly to the GM and make valuable contributions to the company's business strategies as a respected member of the company's management team. As the leader of the Offline Channels team, they oversee multiple direct reports, including a Business Development Manager, Account Managers, and Trade Marketing Manager. They provide direction, inspiration, and a steady hand to the team responsible for navigating the opportunities in retail, wholesale, on-the-go, and vending distribution channels. A confident team leader, the candidate possesses not only a keen understanding of market dynamics, but also the ability to inspire and empower a team to translate strategy into tangible results. ▶

The Commercial Director understands the importance of investing in building strong relationships both with the company's existing and new customers. They will go above and beyond to build trust with these important stakeholders and ensure that their team does the same. They proactively adjust strategies and processes to improve the overall customer experience and stand out from the competition. Hitting the ground running with a drive to achieve results, they will work through a target list to identify new opportunities and secure new collaboration agreements. Actively analyzing and optimizing the offline assortment strategy, they will optimize the distribution network, and ensure products are available in key retail and convenience outlets, reaching target consumers efficiently.

Analytical and detail-oriented, the Commercial Director will establish key performance indicators (KPIs) and metrics to measure the success of offline growth, regularly evaluating performance and adjusting strategies as needed. They will also develop and manage budgets for the offline business, and regularly analyze financial performance to identify areas for improvement and cost optimization.

Body&Fit offers a dynamic working environment with a diverse group of employees who are passionate about making a healthy lifestyle accessible for all. This role is perfect for a commercial, data-driven team leader with a customer-centric mindset. The sports nutrition category is growing quickly and GPN offers ambitious individuals plenty of opportunities to grow within the organization, making this a very exciting time to join the Body&Fit team. ■



Interested?

Body & Fit is working with Top of Minds to fill this vacancy.
To express your interest, please contact Janko Klaijzen at jankoklaijzen@topofminds.com.

“Body&Fit sees huge growth potential, especially in the offline channels. The Commercial Director can make a big impact, leading an ambitious team and bringing the number one sports nutrition brand into the spotlight, driving our sales and growth offline, and enabling healthier lifestyles for even more customers across the Benelux region.”

**Carolien van Brakel,
General Manager Body&Fit**