



Vacancy
CCO



Since its acquisition by American brand Rheem, Gorredijk-based water boiler manufacturer DEJONG has set high ambitions for growth. With a second production facility in Slovakia and entering the global market to which Rheem already has access, DEJONG will rapidly expand within the next years. The analysis-driven and seasoned Chief Commercial Officer builds the organization and roadmap to do so.

Requirements

- Over 10 years of experience
- In sales strategy
- And account management
- Within B2B manufacturing
- Experience with OEMs
- And with distributors
- Analysis-driven decision making

 **Gorredijk**

 **Minimum of 10 years' experience**



About the company

DEJONG

DEJONG was founded over 160 years ago and is Europe's leading, independent manufacturer of stainless-steel warm water tanks. In 2024, these tanks play a major role in sustainability as a key component of heat pumps. The company, with its 220 employees and an office and factory in Gorredijk (Friesland), produces more than 150.000 tanks yearly – ranging in size from one to one thousand liters. The tanks are, often under private label, sold to OEMs and sometimes distributors, who in turn sell them to end customers. DEJONG has a profitable revenue of 60 million euros.

In 2022 the number one American brand in water heating solutions, Rheem Manufacturing Company, acquired DEJONG. Rheem sells products in over 80 countries, unlocking the global market for DEJONG. Rheem is also keen to invest in DEJONG's production capacity. Through a new factory in Slovakia, DEJONG will up its capacity for specifically large and homogenous bulk orders. Meanwhile, the facility in Gorredijk will focus more on tailored orders and specialized products.

This exciting new phase of course has a purpose: exponential growth. The Chief Commercial Officer will be pivotal in making this happen. ▶



Vacancy

Chief Commercial Officer

The Chief Commercial Officer takes the lead in shaping the futureproof commercial organization and strategy of DEJONG. For an experienced and ambitious commercial leader, this is a thrilling challenge: DEJONG aims to grow its revenue in the next five years tenfold, to at least 500 million euros. For this, a strong vision on the organization, the sales and marketing capabilities, the propositions, the customer relations, and the different sales channels is key – as well as building a solid fact base of global market insights.

Research-driven roadmap

The CCO will build and expand the commercial organization (both sales and marketing) based on their views and analysis. Whether this means creating a central team or building hubs in strategically important (upcoming) markets is up to the CCO. They will decide this based on solid analysis – which they do not have to perform themselves, but which they will initiate and oversee – combined with strong commercial leadership experience.

This level of analysis, research, and data collection also needs to be present in building an understanding of the different markets (both geographically and from a product or proposition perspective), potential areas for growth, competitive landscape, and customer analyses. This information feeds into the ambitious commercial roadmap that the CCO is going to build. ▶

People management

To effectively execute this roadmap, the CCO also employs strong leadership capabilities. Building relationships internally and externally, enthusing the team to travel new commercial roads, and challenging colleagues where needed (both in the commercial organization and in the MT) are important criteria for success. In terms of customers, the CCO has experience with both OEMs and wholesalers and has the maturity to maintain relationships with large clients at a senior, strategic level.

This is a unique challenge for a seasoned commercial strategist and people leader, who remains as eager as ever to learn and grow. The candidate has at least ten years of commercial experience, half of which are in senior leadership roles. They are eager to not only expand and shape the commercial team and strategy to reach DEJONG's ambitious growth targets but are also keen to be a part of an involved management team of five, collectively running the company and making decisions based on dialogue and trust. [n](#)



Interested?

DEJONG is working with Top of Minds to fill this vacancy. To express your interest, please contact Gijs Millaard at gijsmillaard@topofminds.com.

“Whether it’s about finding new successful propositions to entice end users to invest in all-electric heat pumps, changing the mix of sales channels to include more distributors, building a brand as a trusted supplier and technological expert, or entering a market in previously uncharted territories such as Eastern Europe: no opportunity is off limits, as long as the CCO’s choices are data-driven.”

Peter Leenhouts,
Managing Director