



POW

greener.

Vacancy

Commercial Director

Greener
Power Solutions

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Greener creates a more sustainable world by providing large zero-emission mobile batteries. Their customers include industry players waiting for electrification or construction companies looking for a green, quiet, and mobile power source. The Commercial Director sets an example of sales success and leads the way for the team to reach their ambitious targets.

Requirements

- 10 years' experience
- In new business development
- And partnership management
- Within technical B2B solutions
- Consultative selling
- Focus on execution and leading by example
- With a focus on sustainability

 **Amsterdam**

 **Minimum of 10 years' experience**

Greener

Greener is on a mission to eliminate fossil fuels from the temporary energy market with a fleet of quiet and zero-emission batteries-for-rent. Their proprietary software features an intuitive dashboard for monitoring, which allows customers to solve any power issue. These include events on location such as festivals, or when a company is waiting for full grid connectivity. The potential is huge – nearly 10,000 businesses in The Netherlands are currently on the waiting list for electrification.

Greener is the brainchild of Dieter Castelein, Lukas Kuijken, and Klaas Akkerman, who met while studying at Delft University of Technology. The company, with fifty-seven FTEs, is headquartered in Amsterdam with a UK subsidiary in Bristol. In 2022, Greener secured forty-five million euros in equity from DIF Capital Partners, to strengthen its market position by investing in hardware, software, and innovation. Their culture is cooperative, open, and straightforward. By continuously reflecting, learning, and growing, they are making an impact on the market. And their people are always looking for ways to make a meaningful contribution to society.

Greener has doubled its revenue and EBITDA every year since it was founded in 2018. In The Netherlands as well as abroad, Greener has set aspirational revenue targets that the Commercial Director will be responsible for. ▶



Vacancy

Commercial Director

The Commercial Director guides Greener toward significant scaling in The Netherlands and abroad. They will achieve this by further structuring the sales processes and strategy based on solid market insights, and being a role model for closing deals and bringing in revenue. They join the Management Team and report to the CEO. They also manage the Commercial Team, including both sales and marketing teams, and all of its processes.

This team's marketing and sales operations teams generate marketing-qualified leads and sales-qualified leads. Then a Sales Manager visits the client and presents the business case and answers any of their technical questions. Once a deal is made, the Sales Manager connects the client to a Project Manager from the Operations Team and stays on as an Account Manager for the client.

Inspirational dealmaker Strategy

The Commercial Director is highly skilled in new business development, negotiation, and account management, and uses these skills to generate turnover. They set ambitious sales targets for both the organization and themselves. By bringing in key clients, new partnerships, and sizeable revenue, the Commercial Director sets the tone for the entire team. Their confidence leads to making bold choices, from entering a new market segment based on a solid business case to making changes that set the team up for success. ▶



Aside from a clear focus on execution and leading by example, the Commercial Director is also develops a team culture that aligns with sales' best practices. This requires a vision on up- and cross-selling, long-term account management, and how to best work with the Operational Team and Project Managers.

Strategy

The Commercial Director executes the Greener commercial strategy by diving into market opportunities and various business models that Greener currently operates. These include direct sales in The Netherlands and mainly partnerships abroad to create a path for further growth and internationalization through these and potentially other models. The Director works with the CEO and Country Managers and takes clear initiative to prepare data-driven decisions, and oversees and reviews pricing strategies.

Although they do not need to be a battery expert from the get-go, the Commercial Director is expected to build a solid technical understanding of the product.

A passion for sustainability and a keen interest in technical solutions are needed for driving commercial success. In this role, an experienced commercial heavyweight with a focus on execution has the opportunity to generate significant revenue and contribute to a more sustainable world. ■



Interested?

Greener is working with Top of Minds to fill this vacancy.

To express your interest, please contact Marlies Hoogvliet at marlies.hoogvliet@topofminds.com.

“To make a serious impact, we need serious growth. The commercial organization’s mindset needs to be: selling so many batteries that the Operations Team has a tough time sourcing and delivering them. This mindset shift will be the merit of the Commercial Director.”

**Dieter Castelein,
Co-Founder and CEO of Greener**