

Vacancy at FuelFWD

Sales & Growth Director



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Requirements

- Over 7 years of experience
- In business development, sales, or commercial management
- In renewable energy and/or a B2B SaaS environment
- Excellent negotiation, communication, and relationship-building skills
- Hands-on and agile mindset to succeed in a fast-growing start-up
- Fluent in English

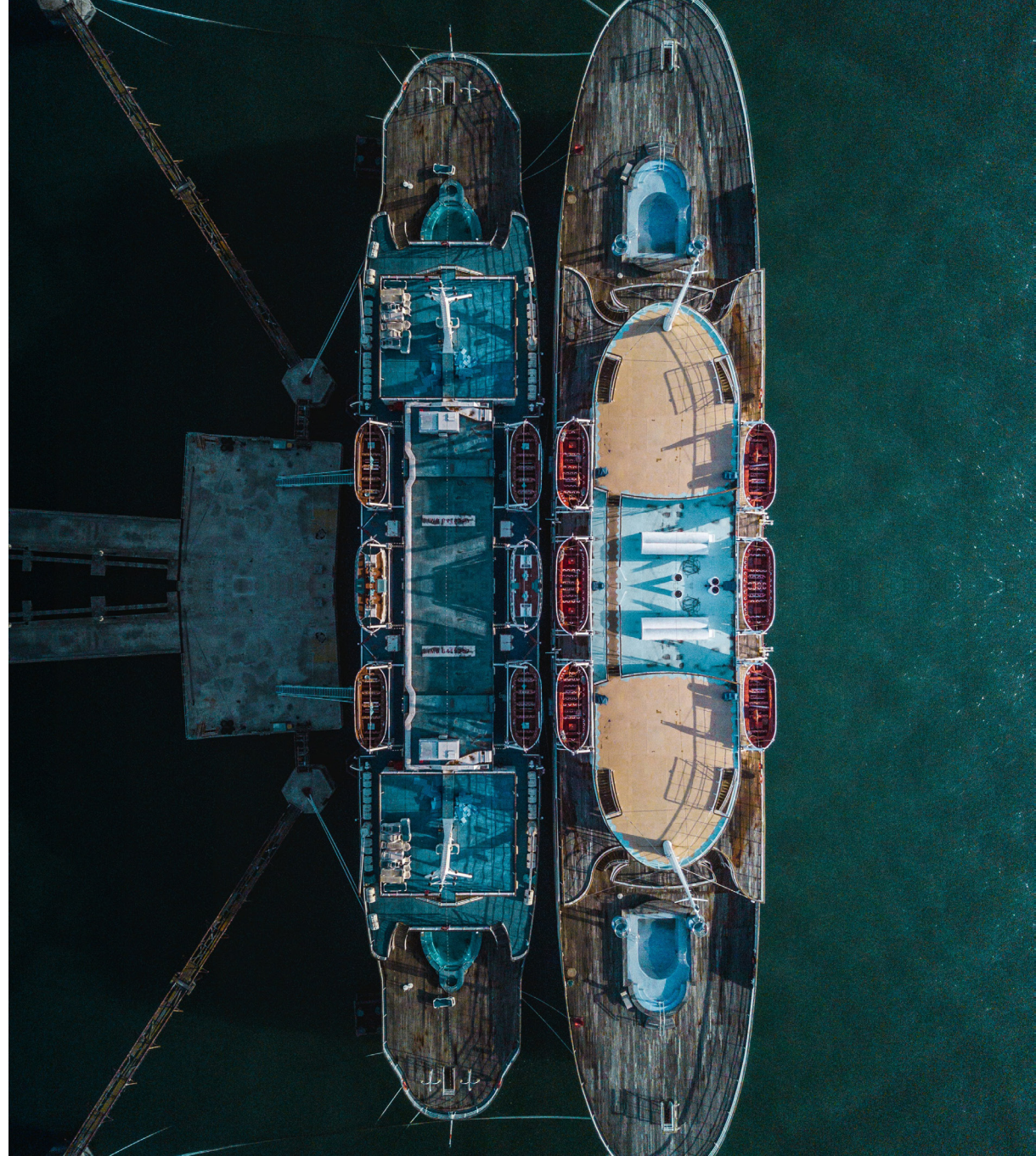
 **Rotterdam**

Start-up FuelFWD offers an AI and blockchain technology-powered software solution to renewable fuel producers, traders, and distributors to automate compliance and improve traceability along the supply chain. The Sales & Growth Director shapes and executes the commercial strategy, which is pivotal to FuelFWD's next growth phase in the European market.

About FuelFWD

Demand for renewable fuels is growing fast in Europe, as well as the accompanying regulations. This makes compliance a critical business matter for players in the sector. FuelFWD has developed innovative Software as a Service (SaaS) and a platform (PaaS) to automate compliance and enhance traceability of renewable fuels. The AI-powered software manually transforms Excel-based workflows for administration and reporting into efficient, scalable, and error-free processes, reducing costs and non-compliance risks. They enable end-to-end traceability on their platform with blockchain technology, linking different players in the supply chain. This chain of custody ensures that the company's European clients secure the premium value of their sustainable fuels.

Fresh off a successful seed funding round, FuelFWD is scaling up fast by piloting and licensing its solutions to renewable fuel producers, transporters, and traders. The start-up is backed by incubator Docklabs and the Port of Rotterdam, now joined by Value Factory Ventures. The solid backing allows FuelFWD to combine start-up agility with scale-up ambitions. Located in the Docklab offices in Rotterdam, the Management Team works with their Development Team in India to help clients operate more efficiently and compliantly in a complex and rapidly growing market.





Sales & Growth Director

The Sales & Growth Director sets FuelFWD's commercial strategy and works hands-on to generate sales growth in the European market, continue developing the company's network, and establish strong client relationships. The Director actively generates leads, qualifies prospects, and closes deals for pilot projects and SaaS licenses. To support the commercial strategy, they map the needs for marketing expertise and materials and bring in the required support to succeed. The Director also represents FuelFWD at industry events across Europe, delivering compelling presentations to prospects and partners.

In addition to building the pipeline, the Sales & Growth Director lays the groundwork for scalable growth, designing the strategies and processes that can evolve with the company. The Director uses their sales expertise to develop a targeted sales approach with a pricing model tailored to the niche market FuelFWD operates in, as well as account management and cross- and up-sell strategies. As sales traction increases and the Commercial Team expands, the role will shift to a balance of strategic leadership and team development, equipping the sales team to stay ahead in a competitive market.

“FuelFWD stands on the verge of something incredibly exciting. Our Sales and Growth Director will be critical in accelerating our trajectory with a solid network, a healthy pipeline, and the strategy to set us up for significant growth.”

**Menno van der Zalm,
Managing Director of FuelFWD**

The Sales & Growth Director reports to the Managing Director and is part of the Management Team with the Product Director and Engineering Director. They collaborate closely with, and serve as the voice of the customer, relaying insights to the Product Team to enhance the company's offering.

This is a unique opportunity to grow with this breakthrough start-up with solid backing, shaping the company's pivotal commercial strategy and the Sales Team. The Sales & Growth Director is a credible thought partner to prospects and clients in this complex and fast-changing market, through sector experience and has the capabilities to quickly assimilate the ins and outs of the market. As driven relationship builders and negotiators, building a strong pipeline and network energizes them. The Director has the opportunity to participate in the stock appreciation plan, aligning their success with FuelFWD's significant growth ambitions.





Interested?

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

To express your interest, please contact Caithlyn Tschl at caithlyn.tschl@topofminds.com.



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