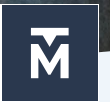


Vacature bij Cowmanager

CCO



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Requirements

- Over 15 years of experience
- In international commercial leadership
- Within software or tech
- Track record in scaling subscription-based models
- Affinity with agri-tech
- Strong entrepreneurial mindset
- Strategic

 **Harmelen**

Healthy cows live longer, experience less stress, and perform better. Additionally, behind every healthy and high-performing herd is a well-informed farmer. CowManager's monitoring system offers full herd visibility, boosting both animal welfare and farm profitability. The Chief Commercial Officer drives the commercial strategy that will enable this innovative agri-tech company to double in size.

About Cowmanager

CowManager was founded on the simple belief that farming could – and should – be easier. This vision inspired Dutch dairy farmer Gerard Griffioen to develop the first ear sensors for cows in 2004, establishing CowManager. The pioneering company – part of Agis Innovations – has been at the forefront of innovation ever since.

Through advanced sensor technology and data-driven insights, CowManager helps modern dairy farms optimize herd performance, operational efficiency, and animal welfare. The company's monitoring system provides real-time insights into fertility, health, nutrition, and location. Whether managing 20 or 120,000 cows, farmers gain full visibility over their herds through proven, effective workflows and data-driven alerts that enable proactive intervention. Today, thousands of farmers across the globe have 24/7 control over their cattle thanks to CowManager's monitoring service.

Collaborating closely with farmers and partners worldwide, CowManager believes those who adopt its technology become among the best farmers in the world – equipped with a strong network, powerful insights, and the tools to farm differently. CowManager doesn't work for farmers but with them. Sharing ideas and knowledge is essential for growing together, driving innovation, and shaping the future of dairy farming.





Chief Commercial Officer

As CowManager accelerates its global expansion, the organization attracts an experienced Chief Commercial Officer (CCO) to scale its SaaS-based monitoring solutions across markets worldwide. This strategic leader will develop and execute a commercial strategy aimed at doubling the customer base, while maintaining strong unit economics. Key performance indicators include customer lifetime value, monthly recurring revenue growth, and net revenue retention. Enhancing performance management and further developing a data-driven sales and marketing funnel to maximize conversion rates and sales velocity are also central to the role.

The CCO establishes frameworks to acquire new customers through strategic partnerships while strengthening existing relationships. This requires seamless alignment between marketing (lead generation), sales conversion, and customer success operations. Customer retention metrics – particularly Net Promoter Score – serve as critical success indicators. Scalable onboarding and adoption programs will be implemented, alongside advocacy initiatives to transform satisfied users into brand ambassadors. Operational excellence includes optimizing CRM and marketing automation platforms, with AI-driven analytics informing churn prevention and sales forecasting.

As the international representative of CowManager, the CCO cultivates a high-performing commercial organization. Fostering a data-driven, customer-first commercial culture is essential. Cross-functional alignment with Product, Finance, and Operations ensures the cohesive execution of growth strategies.

“This role combines commercial strategic vision with operational excellence to expand CowManager’s market presence and customer impact. As CCO, you’ll scale our company globally by making our data-driven insights indispensable for every innovative dairy operation.”

**Guus Oostveen,
CEO**

This position balances strategic vision and hands-on management, reflecting the diverse needs of agricultural markets worldwide. Through data-informed decision making and a relentless focus on customer value, the CCO drives sustainable growth while advancing CowManager’s mission to transform livestock farming.





Interested?

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

To express your interest, please contact Gijs Millaard at

gij.millaard@topofminds.com



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