

Vacancy at Cordstrap

# VP International Sales

***cordstrap***

Keeping the world's cargo safe



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Executive Search

A worker wearing a white hard hat and an orange safety vest is working on a complex red industrial structure. The structure consists of many vertical and horizontal red beams. One of the vertical beams has the text "CORDLASH 1500" written on it. The worker is positioned in the center-right of the frame, looking down at their work.

## Requirements

- Over 10 years of experience
- In direct sales leadership roles
- Experience building and leading high-performing teams
- Within an international B2B organization
- Strong business development, growth, and execution mindset
- Analytical and data-driven
- Leadership style that balances inspiration and motivation with accountability and toughness

 **Netherlands**

**Cordstrap is entering a new phase of commercial transformation, focusing on driving sales force effectiveness and excellence to enable sustainable growth. The VP International Sales will lead diverse field and inside sales teams across multiple regions – Europe, Middle East, Asia, and South America – adapting quickly to local market dynamics while ensuring alignment with the company’s central strategy and commercial framework to drive sustainable, profitable growth.**



# About Cordstrap

**Cordstrap has always believed there is a better way. For sixty years, the company has been dedicated to making the movement of goods safer – protecting products, people, and places along the way. Today, it is recognized as the global leader in cargo securing and protection engineering. The company partners directly with clients to anticipate challenges, design tailored solutions, and continuously optimize impact, ensuring businesses can operate safely, efficiently, and with confidence.**

Headquartered in the Netherlands, Cordstrap combines a global reach with local expertise. The company employs five hundred people and operates in twenty-two countries, and maintains a presence in over fifty markets, blending multinational professionalism with an entrepreneurial, agile, and customer-focused mindset. Every team and every solution is geared toward creating measurable impact, maximizing safety, and driving growth. Backed by long-term shareholders, Cordstrap channels its energy into sustainable, profitable expansion while delivering lasting value to employees, shareholders, and customers worldwide.





# VP International Sales

**The appointment of the VP International Sales comes at a pivotal moment in Cordstrap's commercial transformation. Unlike North America, which is relatively homogenous, the Europe and APME regions are diverse, heterogeneous markets with distinct dynamics and channels. As a result, Cordstrap is moving from a purely geographical regional structure to a hybrid setup, organized into three domains: North America, International Sales, and Global Business Development & Indirect Business. The VP International Sales will implement a customer-centric sales approach for direct customers, quickly and effectively adapting to regional differences and tailoring growth plans for each market. At the same time, all initiatives must remain firmly aligned with Cordstrap's central strategy and commercial framework, ensuring consistent execution across the markets and organization in support of the company's growth ambitions.**

Reporting directly to the Chief Revenue Officer, the VP International Sales translates global industry segment strategies into actionable country-level growth plans and works to ensure flawless execution of these plans. They work alongside two peers: the VP Sales North America and the VP Business Development & Indirect Business – the latter responsible for longer-term industry business development, indirect markets, and key account development. With clear execution discipline and a strong bias for action, the VP International Sales translates strategy into clear, actionable plans that deliver results efficiently. At the same time, they foster accountability across the sales force, setting the standards for commercial excellence.

## **Driving sales excellence and sales force effectiveness**

Lasting impact in this role starts with creating and guiding a sales engine that constantly delivers. With inspiring sales force leadership and execution discipline, the VP International Sales motivates, develops, and guides the field and inside



sales teams, which together number approximately fifty-five people. They coach Commercial Managers and Account Managers, proactively addressing performance challenges with clarity, support, and decisive action. By maintaining clear standards and fostering an environment where team members can reach their full potential, this leader combines operational rigor with a results-oriented mindset. Thriving in complex, multicultural environments, the VP International Sales shows agility, resilience, and cultural fluency, adapting quickly to change and keeping teams motivated under pressure.

With a strong focus on customer engagement, the VP International Sales maintains close relationships with clients and the market. Their active involvement in business development and expansion initiatives inspires and enables their teams to do the same, building best-in-class, future-ready field sales teams. By understanding customer needs and translating them into effective execution, they ensure high-quality solutions are consistently delivered across all markets, strengthening Cordstrap's reputation and long-term relationships.

**“The role demands a relentless focus on results and decisive action. The VP International Sales drives revenue and gross profit, demonstrates sound judgment and courage in decision-making, and balances short-term targets with long-term strategic goals.”**

**Bradford Tribble,**  
CRO (ad interim)







The right candidate communicates with clarity and confidence, skillfully navigates competing priorities, and keeps the organization both agile and aligned with Cordstrap's commercial objectives. Energetic and strategic, this leader thrives on transforming sales operations into tangible results, pairing operational discipline with empathetic stakeholder management to keep teams, peers, and the executive board informed, aligned, and engaged. With a proven ability to execute strategy, lead teams, engage customers, and navigate complex environments, the VP International Sales is well positioned to drive Cordstrap's sales organization into its next phase of growth.



# Interested?

Cordstrap is working with Top of Minds to fill this vacancy.  
To express your interest, please contact Stephanie Stuit at  
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