

Vacancy at Craftview

Sales Director Benelux



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Requirements

- Over 10 years of experience
- Proven track record in SaaS, ERP, or B2B software sales
- Experience in vendor and/or reseller organizations
- Excellent commercial acumen
- Experience leading multi-disciplinary teams
- Entrepreneurial, hands-on, and growth-oriented mindset

 **Frankfurt**

Craftview brings together European software companies under one umbrella. Its ten specialized brands form a unified platform that helps craftsmen businesses digitize and optimize their operations. The Sales Director takes full ownership of revenue and profit growth across the Benelux region, covering Plenion in Belgium and Gilde in the Netherlands.

About Craftview

Craftview is a leading European software group specializing in ERP and SaaS solutions for small and medium-sized enterprises in construction, services, and technical trades. The group – generating a yearly revenue of fifty million euros – brings together ten purpose-built brands across four key European regions, supported by more than 330 employees, serving over 25,000 customers. Its software is designed to make customers' work simpler, more efficient, and more digital. As a one-stop shop for skilled trades software, Craftview provides an integrated solution that is uncommon in the market, supporting every step of project-based work from quoting and planning to mobile workforce management, inventory tracking, and invoicing.

Strengthening the Benelux organization

In the Benelux, Craftview operates through two established businesses: Gilde and Plenion. The Dutch company Gilde Software, headquartered in Duiven, delivers ERP solutions for small and medium-sized enterprises in construction and technical services, serving a loyal Dutch customer base of primarily roofers and painters. Its team of thirty-five employees reflects a solid foundation in the Netherlands.

Recently added to the Craftview group – and now in the early stages of integration – is Belgian ERP specialist Plenion. Based in Nazareth-De-Pinte, Plenion is well-known in the Flemish installer market and combines a strong pipeline with double-digit growth and consistent profitability, supported by a team of sixteen specialists. The acquisition of Plenion has further strengthened Craftview's regional presence. Craftview itself is headquartered in Frankfurt am Main.





Sales Director Benelux

The Sales Director Benelux role is newly created and comes at an important moment for Craftview's operations in Belgium and the Netherlands. Both Gilde and Plenion are in an active integration phase within Craftview's house-of-brands strategy. While each company retains its own identity and faces unique challenges – from high-performing versus underperforming segments to reseller-driven versus development-focused operations – the Sales Director provides commercial leadership across both businesses, driving growth while supporting the teams through ongoing development and integration in the region.

Combining operational sales leadership with commercial strategic oversight, the Sales Director is responsible for shaping a scalable, modern sales organization across Gilde and Plenion. A key part of the role is improving how the commercial engine runs day to day. This means tightening processes, sharpening how leads are handled, and ensuring the commercial engine runs efficiently day to day: tightening processes, refining lead management, and making sure every client engagement flows seamlessly from first contact to implementation. Working alongside marketing, the Sales Director concentrates on expanding demand and improving conversion throughout the funnel. From that joint effort comes a more disciplined approach to churn reduction and sustained customer retention.

While each company is supported individually, the Sales Director also fosters collaboration and synergies across the portfolio. This includes enabling resellers to sell products from the other businesses, coordinating joint client initiatives, and identifying opportunities for cross-company value creation. Although M&A may feature in Craftview's long-term strategy, the role's primary focus remains on driving regional growth, operational excellence, and successful integration across the Benelux businesses.

Commercial leadership and market developments

Commercial strategy is a central focus of the role, covering pricing, contract models, and effective margin management. The Sales Director leads the Head of Consulting and the delivery teams, providing clear commercial direction and ensuring alignment and efficiency between sales and implementation. This leadership centers on governance and strategic oversight rather than hands-on consulting work.

Additionally, the role expands and strengthens partner and reseller networks throughout the region and represents Craftview at industry events and in trade associations. Through these activities, the Sales Director gains a clear view of market trends and customer needs, keeping the companies closely attuned to an evolving environment.

” *Craftview is an energetic, mid-sized company, backed by Battery Ventures, a long-established American private equity investor. In the Benelux, the goal is to build an integrated organization with a unified sales and consulting structure that delivers sustainable results. Within this dynamic industry, we hold an outstanding position for further growth – and as Sales Director, it’s your opportunity to turn that potential and ambition into reality.*

▪ **André Rasquin, CEO**





Reporting initially to the CEO and later to the incoming Chief Revenue Officer, the Sales Director joins the company's leadership team alongside peers in France, Germany, and the Benelux. The position carries a high degree of autonomy in a professional, entrepreneurial environment. Close collaboration with the broader leadership team provides access to shared best practices and insights, strengthening the foundation for a scalable commercial operation in the region. Frequent travel between offices ensures direct engagement with teams, enabling hands-on leadership and continuous improvement of sales operations.

This role is ideal for a seasoned leader in SaaS, ERP, or B2B software sales, particularly someone familiar with the SME or construction and trades sector. The right candidate combines a proven ability to build and scale sales and delivery organizations with deep insight into both direct sales and partner or reseller models. A strong record in preventing churn, retaining customers, and driving upsell and cross-sell opportunities demonstrates commercial impact, while sharp skills in pricing, margin management, and forecasting ensure sustainable growth.

Leadership experience with multi-disciplinary teams is essential, spanning areas such as sales, consulting, and pre-sales. Equally important is an entrepreneurial and hands-on mindset, paired with a strong orientation toward growth. Moreover, the ideal candidate brings a strong understanding of the Benelux region and feels at ease operating across both Flemish and Dutch cultures, internally and in client relationships. Together, these qualities equip this role to guide Craftview's Benelux organization forward.



Interested?

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