

Vacancy at Kramp

Sales Director BeLux



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Requirements

- Over 12 years of experience
- In B2B commercial leadership
- With P&L responsibility
- In agriculture, construction, industrial equipment, or similar sectors
- Coaching and hands-on sales leader
- Strong people leader with a positive, collaborative style who brings energy and engagement to the Belgian team
- Able to build effective collaborations in a matrix organization
- Fluent in Dutch and proficient in French

 **Lummen**



Kramp seamlessly delivers over half a million parts and accessories to sixty thousand agricultural and construction dealers, making it the leading European B2B supplier. The Sales Director sets the course for the next growth chapter of the sizable BeLux business and develops new commercial opportunities while staying the partner of choice for existing customers.

About Kramp

As Europe's leading specialist in parts and accessories for agriculture, landscaping and forestry, construction, industry, and civil and mechanical engineering, Kramp serves more than sixty thousand dealers and professional customers. With over half a million products, a powerful digital platform and next-day delivery for most of its range, the company builds long-term partnerships with dealers who want availability, reliability, and expert support to reduce their total cost of ownership.

Kramp continues to grow its presence in Europe through organic growth, strategic acquisitions, and continuous innovation. As a result, the company grew its turnover by five percent in 2024 to 1.2 billion euros. Further growth is fueled by significant investments in IT and logistics, including a multi-year masterplan to upgrade the main warehouse, while the company also focuses on targeted growth in related sectors such as forest and landscaping and small earth-moving industries.

Headquartered in Varsseveld in the Netherlands, Kramp employs more than 3,600 people and operates from twenty-four locations across Europe. The culture combines family-business roots with the scale of an international player and is pragmatic, entrepreneurial, and people-centric. Kramp empowers employees to take initiative, grow their skills, and have a tangible impact for dealers and suppliers alike. Together, they deliver on Kramp's promise: "It's that easy."





Sales Director BeLux

The Sales Director owns the commercial strategy and P&L for the Belgian and Luxembourg business, translating Kramp's ambitions into a clear plan that secures sustainable growth. The Director expands business in the construction and industry sector – in installation engineering and contractor business, chemicals, metalworking, and general industries – while maintaining Kramp's leading position in agriculture and the dealer market. The sales strategy and continued capability building in the team grows turnover by at least thirty percent over the next five years.

To reach this goal, the Sales Director provides hands-on leadership to thirteen direct reports in the Belgian sales organization, including five account managers and a business development lead as well as a team of services and sales engineering professionals. As hands-on coaching leader, the Director steps in personally for key accounts, supports business development in priority segments, and actively shapes the commercial approach in the field. At the same time, the Sales Director brings structure to all core processes related to online and offline sales, from pricing and campaigns to the way Kramp serves customers across the entire customer journey.

“We’re looking for a Sales Director who spots commercial opportunities everywhere, thrives in a fast-paced environment, enjoys working across multiple markets, cares deeply about people and customers – and brings fun, energy, and collaboration into the team.”

▪ **Naam, Functie**

Based at Kramp’s BeLux headquarters in Lummen, the Sales Director is the most senior leader on site and the natural point of contact for all fifty colleagues in Belgium and Luxembourg, including many who do not report to the Director directly. Together with the Customer Service Lead and functional partners in IT, Finance, and HR who are part of the Benelux cluster, the Director steers the BeLux management agenda and brings everyone together around the right priorities. In doing so, the Sales Director fosters engagement, cross-functional cooperation, and a culture where people feel empowered to contribute to growth. The BeLux leader also works closely with commercial leaders in the Netherlands to offer customers a seamless experience.

Reporting to the Managing Director for the Benelux, the Sales Director is part of the formal leadership team for the Cluster Benelux. This is the largest cluster in the Kramp Group and consists of the Managing Director, Sales Director Belgium, Sales Director Netherlands, Operations Director, HR Manager, Finance, and Project.

Management. As a member of this team, the Sales Director Belgium helps shape the future of the whole Benelux cluster and has significant impact on reaching the targets and growth on multidisciplinary topics across the Benelux – not only in Belgium.





The Director spends a significant amount of time with customers and colleagues throughout the country and in regional meetings within the Benelux cluster. In this matrix organization, the formal responsibility for the BeLux sales team is combined with informal leadership of the wider Lummen office, ensuring that local needs are clearly voiced at the Benelux level while aligning with regional priorities and initiatives.

This is an exciting opportunity for an experienced commercial leader who enjoys being close to customers and to the team. The Sales Director combines strategic insight with calm, steady people leadership and a genuine interest in developing others. Bringing Kramp's values of collaboration, care, and ownership to life, the Director builds trust with stakeholders at every level, invests in the BeLux organization beyond direct reports, and sets the direction that will help Kramp Belgium and Luxembourg realize the next growth phase.



Interested?

Kramp is working with Top of Minds to fill this vacancy.
To express your interest, please contact Gijs Millaard at
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