

Vacancy at Kramp

Brand & Digital Marketing Director



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Requirements

- Over 12 years of experience
- In a B2B2C and B2C environment
- Experience in branding
- Digital native
- Analytical mindset
- Strong connector and outstanding stakeholder manager

📍 Utrecht/Varsseveld

Serving approximately 60,000 dealers throughout Europe, Kramp has grown into one of the three largest players in the market. The marketing organization is entering a new phase, focused on translating strategy into consistent execution across all countries. This creates an exciting mandate for the Brand & Digital Marketing Director to shape and strengthen Kramp's brand experience at scale.

About Kramp

Kramp Group is Europe's largest specialist in parts and accessories for the agricultural industry. Headquartered in Varsseveld, the company operates across the continent with ten distribution centers, 24 country sales offices, and a workforce of more than 3,500 employees.

At the heart of the business is a powerful distribution model. Kramp acts as a one-stop shop for technical parts and accessories, sourcing products from a wide range of suppliers, managing storage and logistics, and delivering them efficiently to its extensive network of customers. With more than 500,000 products available online, the company offers one of the broadest assortments in the industry. While the company's roots lie firmly in the agricultural sector, Kramp continues to expand its reach into adjacent markets such as construction, forestry, and garden and landscape. Significant investments in e-business and innovation support this growth, with a clear ambition: to make it as easy as possible for customers to run their businesses

Despite its international scale, the organization maintains the character of a pragmatic and entrepreneurial company with strong family-business roots. The culture is no-nonsense, with a strong emphasis on ownership and collaboration across teams. Kramp empowers employees to take initiative and have a tangible impact for dealers and suppliers alike.



Brand & Digital Marketing Director

The Brand & Digital Marketing Director joins Kramp at a time of significant organizational change. The company is shifting to a customer-focused approach, demanding a distinctive brand experience and deeper integration of digital tools, data, and marketing technology. Recently, a solid foundation for a new marketing strategy has been established. Clear strategies for brand, digital, and design are in place, teams have been strengthened, and collaboration between the central organization and the country teams is strong, setting the stage for the next phase of execution and further professionalization across Europe.

In this dynamic context, the Brand & Digital Marketing Director connects group strategy with local execution in the countries where Kramp operates. Working closely with Country Managing Directors and local marketing teams, the role turns central strategies into practical playbooks, tools, and frameworks that enable country teams to work more effectively, boost brand awareness, and drive customer retention and growth. While countries have the strategic freedom to adapt activities to their local context, the function provides overall guidance to maintain brand consistency and deliver a seamless customer experience.



Cross-functional collaboration

Reporting to the Head of Omnichannel, the Brand & Digital Marketing Director leads the managers of four teams – campaigning, marketing innovation, digital, and branding & design – overseeing nearly forty professionals, including a design hub in Poland. A key focus of the role is building strong relationships and functionally leading the country Marketing leads across the organization, and working closely with teams such as category management, omnichannel sales, customer service, sales excellence, digital commerce, and analytics & insights. By aligning these functions and initiatives across markets, the Director ensures a seamless omnichannel experience that engages customers from the first interaction and drives lasting loyalty.

Beyond execution, this role helps shape Kramp's evolving culture. Ownership, initiative, and collaboration define how the company works, and the Brand & Digital Marketing Director fosters an inclusive environment where teams across countries feel connected and supported. Strong stakeholder skills are essential, understanding the needs and priorities of country managers and local teams, and helping them work effectively within a clear strategic framework. If this involves some resistance, the role manages it confidently, as someone who can stay firm and navigate differing views when necessary.

The ideal candidate brings senior marketing leadership experience in an international matrix organization, with exposure to both B2B and B2C and hands-on experience in digital and customer-focused transformation. Operating in a fast-moving, entrepreneurial environment, the role requires someone who can connect analytical thinking with a deep understanding of brand and customer experience, inspiring colleagues and engaging customers across Europe while driving Kramp's next phase of growth.





Interested?

Kramp is working with Top of Minds to fill this vacancy.
To express your interest, please contact Marlies Hoogvliet at marlies.hoogvliet@topofminds.com.



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