

# Sales Manager



Consultative selling – Growth ambition – International  
Middenmeer



van de Groep & Olsthoorn


# Fullwood

Our client Fullwood, located in Middenmeer, was founded in 1785 in the United Kingdom. Fullwood specialises in solutions that make farmers' work easier and enhance animal welfare. The company develops, produces, sells, and services barn systems, with a core focus on milking robots. Sales and service are handled through a global dealer network, and there is also a dedicated sales office in the UK. Fullwood employs approximately 70 people.

The innovative robotic solutions are designed with a strong focus on cow comfort, ensuring a stress-free and quiet milking process. For the cows: a calmer environment. For the farmer: a comprehensive suite of smart tools that save time and improve efficiency. This is Fullwood's innovative perspective on milking—offering farmers full control while increasing production and performance.

In 2022, Fullwood was acquired by JOZ, a manufacturer of manure and feed pushing systems. JOZ itself had been acquired by Rabobank Participaties in 2019. Together, Fullwood JOZ offers fully integrated milking solutions on an international scale. These innovations help dairy farmers increase productivity and profitability, while ensuring the health and comfort of their cows.

Thanks to the acquisition, Fullwood JOZ can now support end users with smart solutions in manure handling, feeding, and milking—enabling more efficient, smarter farming.

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Both companies operate under the holding company Chamo, but maintain separate structures and ERP systems. They do not compete with each other but can benefit from synergy in multiple areas. Both have their own management teams, including a BU Director, Sales Manager, Operations Manager, Financial Controller and HR Manager.

The Sales Manager position has become vacant following the departure of the current incumbent. To realise the company's growth ambitions, we are looking for a driven and forward-thinking Sales Manager.










# Sales Manager

The Sales Manager is a member of the Management Team of Fullwood and reports to the BU Director Fullwood. The Sales Manager has final responsibility for sales and for developing a strategic annual plan/sales plan/sales forecast, including objectives and budget, based on the long-term goals of the organisation.

You maintain close contact with your fellow MT members and their departments to jointly realise the growth strategy successfully. You are responsible for achieving growth and profitability by setting and achieving sales targets, margins, and optimal customer satisfaction.

Together with your team of 5–10 colleagues, you identify potential markets, determine where the best opportunities lie for further (international) expansion. You will develop and optimise your sales channels accordingly.

You coach your team in consultative selling, with the emphasis on problem analysis based on knowledge and expertise, and from there offering the best solution to the customer. You maintain and develop a network of dealers and translate their voice to the organisation to stay connected to the market. You ensure optimal returns and global coverage of the dealer network. You involve your team in developments and are able to coach and guide them in a natural manner.



# Your profile


The ideal candidate has at least 10 years of relevant experience, including a minimum of 5 years in a comparable leadership role. A bachelor's or master's degree is required, ideally complemented by solid knowledge of the market, current trends, and strong commercial and negotiation skills.

You have extensive experience leading a sales team, as well as with indirect sales via importers and dealers. A strong commercial track record in both the Dutch and international markets is essential. You are strategically oriented and can successfully translate market insights into actionable plans. An agricultural or biological background is a plus.

You have the ability to move easily between strategic, tactical, and operational levels. You translate vision into concrete plans and guide your team in a pragmatic and engaging way. Your approach is adaptable, and you understand the unique dynamics of doing business in the agricultural sector. Respect for its customs is essential.

We are looking for an enthusiastic, result-driven Sales Manager who excels at building trust and creating commitment. Someone who works collaboratively with customers to develop the best solution—and who earns loyalty by doing so.

Fluency in English is required; Dutch is an advantage.



# Our client offers

People are at the heart of the company. Fullwood is proud of its culture of friendly cooperation and mutual respect. The team is the driving force behind success. Alongside a strong sense of collegiality, Fullwood has a clear growth ambition in an international field and encourages employees to go the extra mile and perform at the highest level.





If you are interested in this position please contact one of our consultants Quirine Lisman or Monique van Dijk for more information:

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