

Global Marketing Manager

International B2B sales

New position

Energetic team player

 Rijkevoort



van de Groep & Olsthoorn

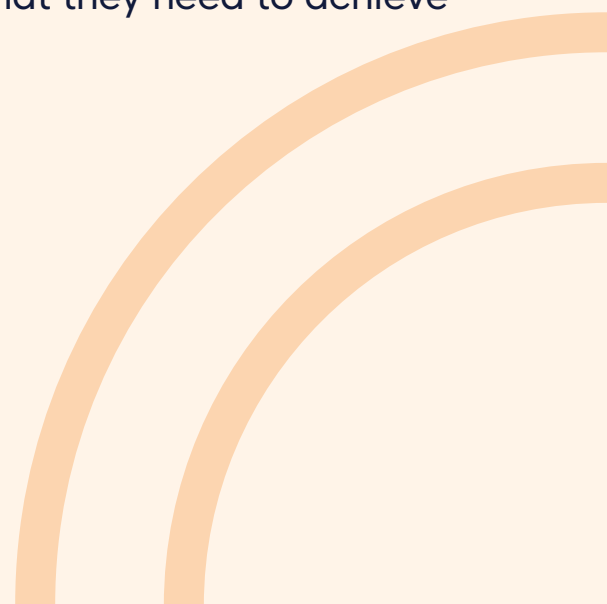
Creamy Creation

Creamy Creation is the global market leader in cream liqueurs and emulsified alcoholic beverages. The company has over four decades of expertise in developing innovative concepts for both world-renowned brands and regional distilleries.

Creamy Creation is part of the STOCKMEIER Group, a family-run company with more than 2,500 employees. More than 100 employees work at Creamy Creation and its head office is located in Rijkevoort, the Netherlands. The company has state-of-the-art production facilities, in the Netherlands and the US, from which customers are supplied globally.

The company has a very strong track record in creating innovative products that align with global market trends, ranging from new dairy cream liqueurs with unique ingredient and flavour combinations to various plant-based concepts and lower-alcohol ready-to-drink beverages.

Beyond offering high-quality products, Creamy Creation also provides added value through additional services for its clients. Their market and regulatory knowledge, excellent technical sales support and quality guarantees ensure that clients receive exactly what they need to achieve commercial success.

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Global Marketing Manager

As Global Marketing Manager, you play an important role in strengthening Creamy Creation's international market position. You translate market and customer insights into effective marketing initiatives and support the company's global growth strategy. In this role, you work closely with the Global Sales, R&D and Operations teams.

Your main tasks as Global Marketing Manager are:

- Analyse market and customer developments and translate these insights into commercial growth opportunities.
- Manage and optimise Creamy Creation's product portfolio, with a focus on customer value, competitive differentiation, profitability and sustainable growth.
- Create value propositions for existing products and innovations and implement them successfully through effective launch management.
- Manage and develop marketing and communication tools that strengthen Creamy Creation's positioning and support the sales of its products.

This role reports to the Chief Commercial Officer for EMEA & APAC.





Who are we looking for?

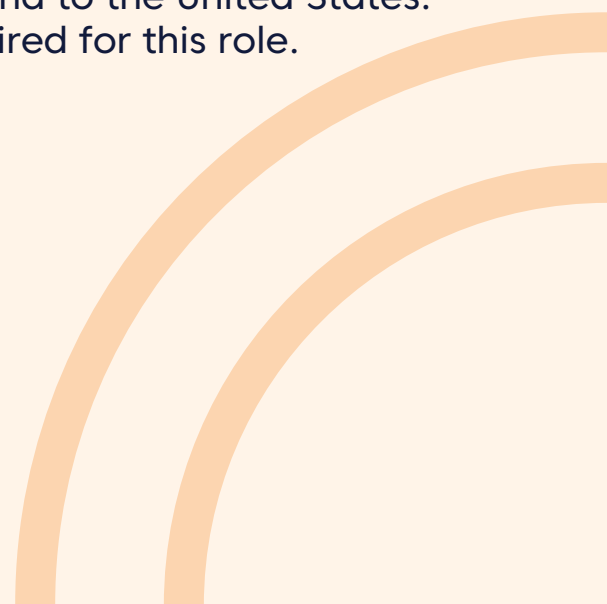
We are looking for a marketing professional with a Master's degree (or equivalent level) in Business Administration, Food Technology, Bioprocess Technology or similar and with several years of relevant experience in international B2B marketing. Preferably, you have gained experience in food, ingredients, beverages or related industries.

Functionally, the right candidate brings expertise in market analysis, value proposition development and product management, and is able to translate insights into successful global marketing activities and tangible commercial outcomes.

You are capable of managing multidisciplinary projects and colleagues, with clear objectives, responsibilities and timelines. You have energy, curiosity and a strong drive to improve and innovate. You are able to navigate a dynamic environment, bring structure when needed and create impact within an entrepreneurial and international organisation.

In terms of personal style, we are looking for a candidate with a proactive, collaborative and result-driven mindset. Someone who is comfortable building and shaping a relatively new role, who operates independently and who combines strategic thinking with pragmatism and execution power. You are a team player who builds strong relationships and collaborates effectively to achieve shared goals.

The position is based in Rijkevoort (the Netherlands) and requires a significant presence. International travel is part of the role, primarily within Europe and to the United States. Fluency in English is required for this role.



Our client offers

Creamy Creation offers a challenging opportunity to shape and build a global marketing function within an innovative, growing and international organisation.

The company is characterised by an open and informal culture, short lines of communication and a strong focus on collaboration and customer success. The role offers significant impact potential and opportunities for further professional growth.



If you are interested in this position, we kindly ask you to contact one of our consultants for more information.

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