

Senior Sales Manager Europe

Commercial Growth

Market Expansion

Business Development

Leading by example

 The Netherlands / flexible within Europe



van de Groep & Olsthoorn

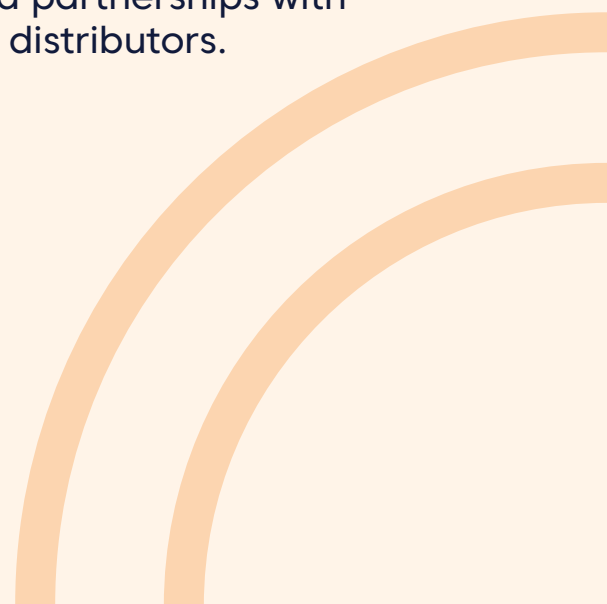
Our client

Our client is a leading international producer of premium products for professional horticulture. The company supplies growers in more than 70 countries and serves a broad range of segments. With production facilities in Europe and Asia, our client combines global sourcing capabilities with local market knowledge and technical expertise.

The organisation employs approximately 500 people worldwide, operates manufacturing facilities in Europe and maintains strong sourcing and production operations throughout Asia. Over the years, the company has built a solid reputation for quality, consistency and supply reliability.

The company is currently entering an exciting new phase and investing in further professionalisation, operational excellence and international growth. Significant initiatives include strengthening its commercial organisation, implementing a new ERP platform and expanding its market position beyond its traditionally strong presence in Southern Europe.

The next phase of growth requires a commercially driven leader who can accelerate market penetration across Europe and North Africa, build strategic customer relationships and further establish preferred partnerships with professional growers and distributors.

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Senior Sales Manager Europe

The Senior Sales Manager Europe plays a pivotal role in accelerating the company's growth across Europe and North Africa. Reporting directly to the VP Global Sales & Marketing, the position combines strategic market development, hands-on business development/sales execution and leadership of the regional sales organisation (five people).

The primary challenge is to expand the company's presence beyond its traditionally strong markets and develop sustainable growth opportunities across key horticultural regions, including the Netherlands, UK, Germany, France, Austria, Scandinavia and selected North African markets. The role requires a commercial leader who is comfortable opening doors, building new markets and creating long-term customer partnerships.

This is a highly visible and market-facing position. You spend significant time engaging with customers, distributors, cooperatives, growers, and other commercial stakeholders.

You identify opportunities, develop new business, negotiate commercial agreements, and help customers achieve their own growth ambitions. At the same time, you provide leadership, coaching and direction to the regional sales team and help create commercial focus, discipline and accountability across the organisation.

Operating in a competitive and fragmented market, you understand how to create value beyond price alone. You help strengthen the company's position through quality, consistency, reliability and long-term customer relationships. Close collaboration with production, logistics, technical support and marketing is essential to ensure that commercial commitments are translated into operational excellence and customer satisfaction.

Success in this role requires a strong sense of ownership and the ability to operate independently across multiple countries and cultures. You bring structure and commercial discipline to a growing international organisation while maintaining a pragmatic, entrepreneurial and hands-on approach.

Regular travel throughout Europe and North Africa is an essential part of the position.



Your profile:

For this position, we are seeking an experienced international sales leader with a proven track record in business development, key account management and commercial growth. Experience within horticulture, agriculture, growing media, greenhouse technology, agricultural inputs or related industries is strongly preferred.

The ideal candidate combines strategic thinking with a highly practical approach. You are motivated by building markets, developing customer relationships and creating growth. You enjoy being in front of customers, identifying opportunities and converting them into long-term business partnerships.

In addition to being a successful commercial leader, you are comfortable navigating an international business environment and working across different cultures. You know how to connect people, align interests and create a shared focus on results. Rather than leading through hierarchy, you build credibility through your commercial expertise, practical mindset and ability to create alignment, accountability and performance across markets and teams.

Functionally, the successful candidate brings expertise in:

- International B2B sales and market development;
- Strategic key account management and relationship building;
- Commercial negotiations, pricing and margin optimisation;
- Leading, coaching and developing sales teams;
- Building and developing distributor and partner networks;
- Forecasting, pipeline management and commercial planning.

Personally, you are an energetic and entrepreneurial professional who thrives in a dynamic international environment. You are commercially sharp, highly self-driven and comfortable operating independently. You combine persistence with strong relationship-building skills and know how to create trust with customers, colleagues and business partners alike.

Fluency in English is required. Spanish would be highly advantageous, while additional languages such as Dutch, German, French or Arabic are considered a strong plus.



Our client offers

This position offers a unique opportunity to play a key role in the next growth phase of a respected international organisation operating in a dynamic and evolving market. You will have significant commercial responsibility, direct exposure to executive leadership and the opportunity to shape the future development of the European and North African business.

You will join an organisation that combines entrepreneurial thinking with international scale and ambition. The role offers substantial autonomy, flexibility and the opportunity to make a visible impact on the commercial success of the business.

In return, our client offers an attractive compensation package, including performance-related incentives, and the opportunity to contribute directly to the further growth and professionalisation of an internationally recognised market player.

If you are interested in this position and would like to receive further information, please contact one of our consultants:

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