Sales Manager

International B2B marketing | Value-based selling | Customer intimacy

Rijkevoort



van de Groep & Olsthoorn

Creamy Creation

Creamy Creation is the global market leader in the development and production of emulsified alcoholic beverages, including cream liqueurs and cream-based cocktails. With more than 40 years of experience, Creamy Creation creates innovative products for some of the world's leading beverage brands as well as successful regional players. The company has two state-of-the-art production facilities in Rijkevoort, the Netherlands, and Batavia, New York (US), which enables Creamy Creation to provide customers worldwide with outstanding quality, flexibility and service.

More than 100 employees work at Creamy Creation and its head office is located in Rijkevoort, The Netherlands. Since the end of 2025, Creamy Creation has operated as a separate business unit within the German STOCKMEIER Group, a family-run company with approximately 2,500 employees.

Creamy Creation's strategic focus is on accelerated growth through innovation and regional expansion. 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 its additional services for their 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.

The sales organisation plays a crucial role in driving commercial growth and innovation. To strengthen the sales organisation for the regions Europe, Africa and Asia, we are searching for a proactive and customer-focused Sales Manager.



Sales Manager

This position primarily focuses on the European market and reports to the Chief Commercial Officer EMEA & APAC.

The Sales Manager is responsible for expanding sales among both existing and new customers, while consistently elevating the customer experience. This requires an individual who actively identifies opportunities, understands evolving market trends, and is able to translate insights into concrete commercial strategies.

In this position you evaluate and optimise existing sales approaches, analyse results, and ensure improvements are implemented throughout the organisation. Because the role interfaces closely with R&D, Customer Service, Supply Chain, Marketing, QA and Finance, it demands someone who can collaborate effectively across departments and contribute to shared organisational success.

As part of an enthusiastic and highly motivated sales team operating across Europe, Africa and Asia, you will also take responsibility for broader commercial activities, such as business development, account management, pipeline development, and market analysis.


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Who are we looking for?

The ideal candidate holds a Bachelor's or Master's degree, preferably in Food Technology, Chemistry or Business Management, and brings several years of experience in B2B sales. A strong track record in value-added, relationship-driven sales is essential, ideally within specialty food ingredients and/or the alcoholic beverages sector.

The role requires exceptional communication skills, the ability to negotiate effectively, and value-based selling that builds trust and drives long-term partnerships. A proactive, hands-on mindset is indispensable, as is the ability to think strategically while remaining grounded in commercial execution.

On a personal level, you combine analytical strength with a structured approach to work. You take ownership, maintain high standards, and expect this also from other colleagues. You thrive in environments where you can open new doors, build relationships, and convert opportunities into tangible success.

As Sales Manager you are expected to bring energy, curiosity, and international commercial drive. The ability to operate cross-functionally and to coordinate on an international level is crucial. We are therefore looking for a team-oriented professional who is able to motivate others with confidence, enthusiasm, and a collaborative spirit.

Fluency in English is required, a good command of Dutch is an advantage and knowledge of an additional international language, such as Spanish or German, is highly valued. The role involves international travel on a frequent basis.

The position is based in Rijkevoort (the Netherlands) and requires a significant presence.



Our client offers

Creamy Creation provides an informal, open, and globally oriented working environment in which colleagues share a strong customer focus and a commitment to joint success.

The organisation offers a challenging role with long-term growth potential and opportunities for personal development.

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

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