

Job profile

Country & Sales Director





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Bejo

The company

Bejo is a leading family-owned company in the breeding, production and sales of vegetable seeds. With operations in more than 30 countries, they are a world player in the industry. Their 2,200 employees work every day with dedication to developing the best vegetable varieties for the present and the future.

Bejo has expanded over the years in a natural, ongoing process, shaped by interaction between growers, dealers, supply chain partners and their own employees. Understanding the local markets in an international context is key and realised due to the proximity to the vegetable production areas and respect and close cooperation with our partners.

Bejo is a knowledge-intensive company that aims for sustainable growth in a changing world. It needs to have committed, adaptable employees worldwide. That makes it a diverse company that welcomes diverse people. Bejo strives for an inclusive culture and is committed to advance equity and opportunity for all. It has defined quality, responsibility, service and know-how, authenticity, innovation and perseverance as their core values to be successful.

Bejo is operating in a context of growing world population; the increase in prosperity in many areas are creating an increasing demand for good quality and healthy food. Fruit and vegetables are becoming increasingly important in the diet. At the same time, good agricultural land, water and raw materials are becoming scarcer. This requires the development of modern, efficient and sustainable cultivation methods and crops with a reliable yield and nutritious, healthy end products.



Strategy going forward

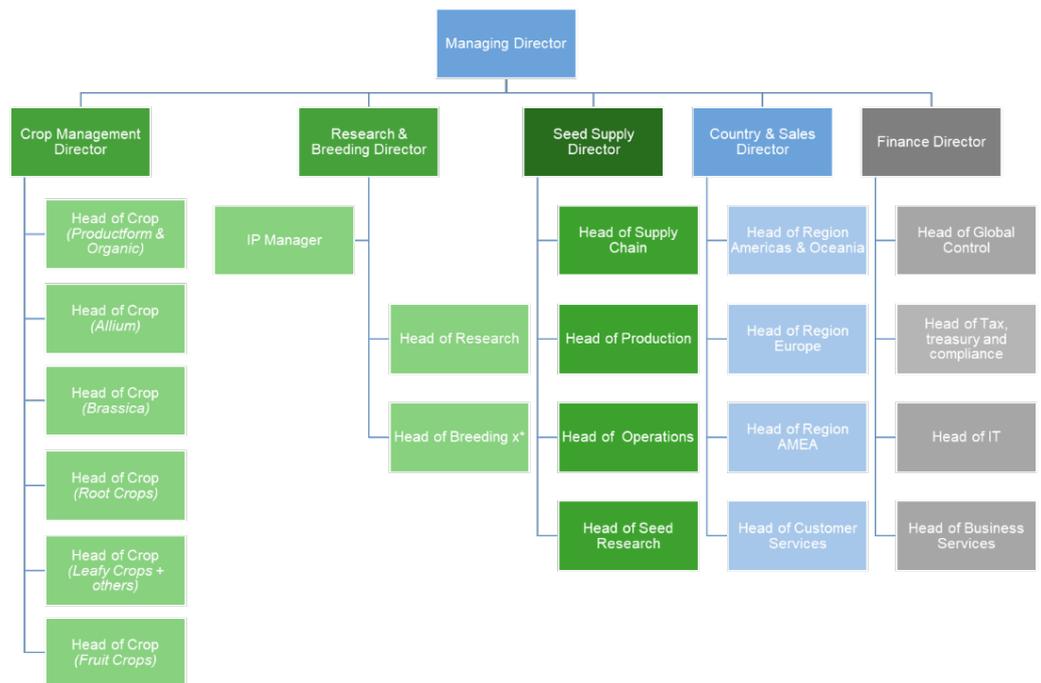
To meet the demands of our customers now and in the future Bejo formulated 7 focus points, with which it will set course for a sustainable future, in which it will strengthen its position as a world leader in the seed industry through innovation, commitment and sustainability.

A significant change, will be the expansion and change of board members. Bejo will expand the Board with one member and in combination with the retirement of two of the current board members in 2025, the company needs to fill 3 board positions in the near future. Bejo will now be looking for a Country & Sales Director.

For more information about the company see: www.bejo.com.

Organisation and reporting lines

The Country & Sales Director is part of the Board of Directors and reports directly into the Managing Director. The Country & Sales Director heads up the Country & Sales Management organisation of Bejo including Customer Services.





Position

Role within the organisation

The Country & Sales Director is accountable for overseeing all business, management and sales activities of all Bejo subsidiaries worldwide. This is done by keeping close track of (local) developments, implementation of successful local strategies and keeping organizations in good condition in order to reach excellent execution of the operations and healthy financial results. Besides this, the Country & Sales Director has a strong focus on people & culture and finance & compliance within the subsidiaries.

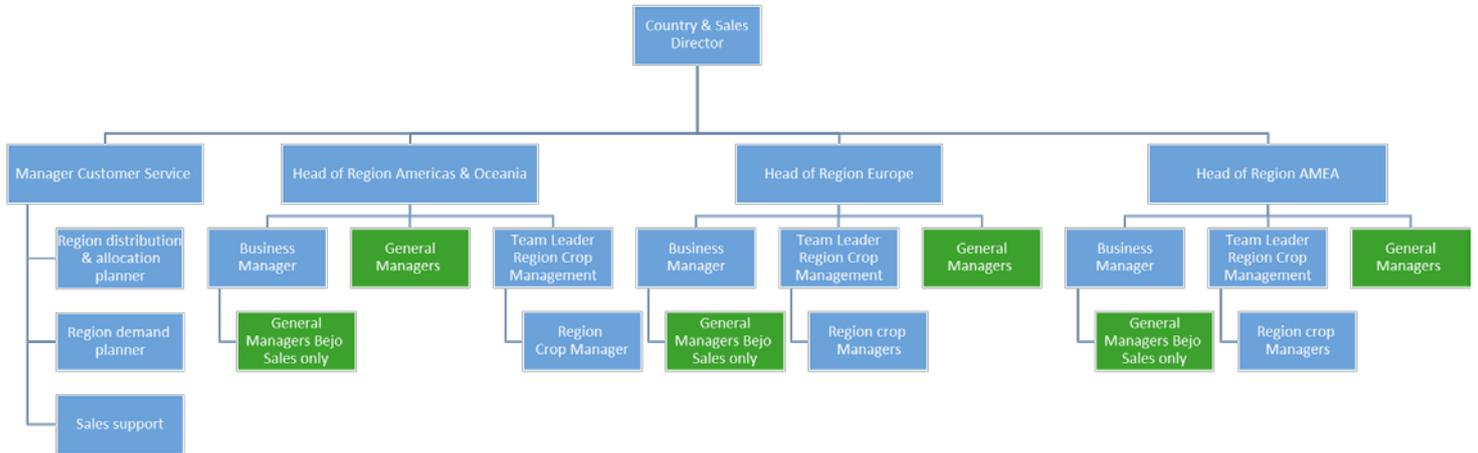
The Country & Sales Director works closely with other board members to draw up the long-term plans and jointly give direction to, and supervise, the main business processes with Country & Sales Management as a specific area of focus and responsibility.

Objective of the position

The Country & Sales Director holds a prominent position in Bejo's organisational structure. As a member of the management board, he or she has a leadership role and bears responsibility for taking strategic decisions and setting the direction of the organisation.



Organisational chart Country & Sales department



Key areas of responsibility

Vision & strategy formulation

Co-define and develop the vision and strategy and (multi-year) plans together with other board members with Country & Sales as specific focus and advice point. This includes insights in local markets/companies as well as country management in the broadest sense (e.g. execution of the seed production and breeding activities as well).

Strategy realisation

Ensure the strategy is successfully implemented and meets business needs, by determining the best approach to integrate the organisation’s strategy and objectives, including the effective positioning of organisational capacities, financial planning & control, budget responsibilities and setting goals/targets.

Giving input and facilitating dialogue for creation of the optimal alignment between the disciplines/functional departments in the translation of the strategic plans (including Sales & Marketing plan) into region plans and investments. Identifying risks and managing timely action.

Business alignment

Ensure process and project alignment by consistency in priorities and goalsetting throughout all organisational processes, with focus on Country & Sales Management, to enhance the delivery of high-performing and collaborating teams with a clear way of working.

People & Culture

Empower, support, coach and guide the organisation and all direct reports. This includes topics like company values, culture, open, safe and inclusive environment and collaboration to ensure people are being motivated and inspired leading to continuous development.



Leadership

Ability to inspire, influence and manage others toward a common goal or vision. It involves setting a clear direction and appropriate performance objectives, making decisions, stimulating entrepreneurship, motivating others and holding them accountable for achieving, and lead by example.

Business Ethics

Overseeing all subsidiaries work in compliance with local law and Bejo's minimum standards of labour-, business- and financial ethics.

Innovation/improvement

Keeping up with new developments and trends and new technological developments to stay ahead of the competition.

Stakeholder management

Build, maintain and utilise a relevant network of internal and external stakeholders and colleagues. Representing and positioning Bejo externally including branch organisations.



Candidate profile

General knowledge and experience

Bejo is looking for an entrepreneurial Country & Sales Director who can take charge of all business, management and sales activities on a global level and continue to build the growth and future of Bejo with the other board members. The candidate has a proven track record and a strong background in commerce, agriculture/food sector, and good comprehension of the world of (vegetable) breeding. The future Director is an experienced leader of larger teams in a multicultural (agri/food) setting and knows how to find the way through complexity.

A minimum of 3 years of experience in similar board role or extensive 10+ years leadership experience within the specific specialism(s)/business unit and international environment is asked for. International exposure within either agribusiness or the food industry is a good background.

Personality & culture

Bejo is looking for a professional with an inspirational leadership style with proven ability to motivate, coach and mentor others. The Director has feet on the ground and has appreciation for the family culture of the company as such and respect for what has been achieved so far. At the same time, this person has the ability to take people up to the next professional level being their best self and achieving jointly success. It is a strong strategic thinker with the ability to turn vision into action and achieve results. It is a natural and easy communicator that effectively works with diverse stakeholders. With an entrepreneurial mindset and proactive attitude this person has the ability to move quickly in a dynamic environment.



The ideal candidate brings problem-solving skills to handle complex situations and support decision-making. Last but not least she or he brings integrity, ethical conduct that fits and supports the values of the company.

Key competences for success

Vision

The ability to create a clear, forward-looking vision and inspire others to embrace and realise this vision. This includes integrated and analytical thinking, strategic consistency, the ability to anticipate and react to changing circumstances and to communicate ideas and opinions to others through clear language tailored to the receiver, gestures and non-verbal communication.

Group oriented leadership

The ability to lead and motivate a group of individuals to achieve shared goals. This includes the ability to delegate effectively, promote open communication, develop team cohesion and inspire others.

Person oriented leadership

The ability to communicate effectively (listening, summarising, questioning), motivate, coach and inspire from an empathetic and respectful attitude towards others. It includes showing care and consideration for the needs, development and well-being of individuals and teams. Based on the task and the expected result and development level of the employee, the manager is able to adjust the management style in accordance with the SLII methodology.

Perseverance

The determination and persistence to keep striving for goals even in the face of obstacles, setbacks or difficulties. It includes the willingness to commit to long-term goals and the resilience to overcome setbacks without losing motivation.

Innovativeness

The ability to actively identify opportunities, address problems and take action without waiting. This includes an entrepreneurial mindset and the ability to think ahead and create innovative solutions.

Result orientation

Being actively focused on achieving results and goals, even in the face of difficulties, setbacks, opposition or distractions.

Nimble learning

Active learning by experimenting when tackling new problems and using both successes and failures as opportunities to learn.

Ensures accountability

Holding self and others accountable for keeping commitments.



Education

Proven university (master degree) working and thinking level with commercial and/or agricultural background.

Additional

- Flexibility towards frequent travel, will be required to represent the company on own and external locations internationally. Flexibility in working hours is offered.
- Excellent English language skills, Dutch language skills preferred.
- Language skills in one other modern language is a plus.



Procedure

Maes & Lunau executive search supports Bejo during the selection procedure for a Country & Sales Director.

- Pre-selection is in the hands of Maes & Lunau, where an initial interview will take place
- CV presentation
- First round of interviews with the selection committee of Bejo
- Follow-up interview and case presentation
- An assessment can be part of the selection procedure
- Checking references
- Employment interview

Contact details

This search is performed by Irene Wolfs, partner at Maes & Lunau. For more information about this position, please contact Madelief Kremer, research consultant via madelief.kremer@maeslunau.com or +31 20 535 6277. If you are interested, please apply via <https://www.maeslunau.com/en/bejo-cs/>.

Maes & Lunau: Beyond the obvious

We always go that little bit further in everything we do – go beyond the obvious. And why? Because every organisation needs an inspiring leader with unifying qualities and a clear vision. As an executive search firm, our aim is to play an important role in this by helping organisations to improve. This begins by understanding where the organisation wants to go, as well as getting a good sense of the culture, the people and the organisation itself. We will then work on creating a very clear profile which will form the basis for evaluating candidates. We are there for the candidate and the client when the ideal candidate starts in their appointment and continue to keep in touch long afterwards.

Insights in search

Our process is transparent. We say what we do, do what we say and never give up. During the process we hear and see many things and share this information with our clients and candidates. We provide insights in search. Sometimes, when we think a different choice of candidates can be more successful, we will endeavour to make our point by of course talking it through with the client and explain our reasoning.

Your success is what motivates us

Over the past 46 years we have felt responsible for the success of our clients and our candidates. This can only be done with professional and passionate people who are experienced, have the right skills and are genuinely committed. This is how we get results for the organisations and candidates we work for. We believe that success comes from the talent and drive people have. It goes without saying that there's nothing better than combining the success of our clients and candidates.