
The Viessmann Group is one of the leading international manufacturers of heating, industrial and refrigeration systems. This family enterprise, founded in 1917, has over 12,000 employees, and the group's turnover amounts to € 2.25 billion.

Viessmann refrigeration division is a leading European manufacturer of innovative refrigeration solutions for food retail, food services and other segments within commercial refrigeration. The comprehensive product and service portfolio includes cabinets, cold rooms and refrigeration systems as well as accessories and services. Over 800 professionals in the production sites in Germany and Finland provide high-quality refrigeration products and years of expertise in commercial refrigeration. From local sales companies in 18 countries the customers get comprehensive refrigeration solutions from a single source.

Country Manager Belgium and Luxembourg

Job description

Country Manager Belgium & Luxembourg

Sales entity

Viessmann Refrigeration Solutions

Seniority level

Director

Primary location

Belgium

We are searching for a Country Manager with the objective to set up and expand the business in Belgium and Luxembourg.

Key responsibilities within the role

The Country Manager develops new business and ensures profitability. He/She is responsible for managing overall operations, recruiting staff and creating budgets. The Country Manager also develops and submits performance and progress reports.

The Country Director will report to the Managing Director of the Netherlands. He/She will be responsible for the entire sales entity and sales activities in the countries. This includes, sales, supply chain, warehousing, project management and after sales activities. He/She will be responsible for market introduction of new products from the Viessmann family and will provide vital market and customer feedback to the factories and product management.

Main characteristics & requirements of the business

- Sales activities can best be divided into the following main categories:
 1. Sales to the Food retail segment, mainly food markets, fore courts or convenience stores of any shape and size. Sales will be mainly directly to the food chains, but also some level of channel sales via sales or service partners must be expected.
 2. Sales to the Food and Beverage segment, either directly or through sales partners.

3. Sales to the Food Service segment (HoReCa), either directly or through a sales partner or a value added reseller (VAR).
 4. Solution selling to the medical segment either directly or through contractors.
 5. Ensuring product acceptance in specifications via specifying consultants.
- Supply chain management activities mainly consists of:
 1. Placing orders at internal and external suppliers.
 2. Providing logistics from production sites to local warehouse or customer installation site.
 3. Giving forecasts to all relevant suppliers.
 4. Managing local warehouse.
 - Marketing activities mainly consists:
 1. Creating pull activities towards end-customers and consultants.
 2. Localising internal market communication material.
 3. Providing market intelligence and feedback to central marketing functions.
 - After sales activities mainly consist of:
 1. Ensuring nationwide coverage of service and installation capability, either by own organization or partners.
 2. Sales of all related service products such as service contracts and remote monitoring tools,
 3. Sales of spare parts to service partners.
 - Developing the organization and cooperating with other countries in the region and division

Desired background and required skills

To be successful in this role we would hope you meet most of the requirements below and recognise yourself from the personal attributes that we feel make a good Country Manager.

We are looking for a professional with proven background in general management functions, strong experience in sales management, project management, and strategy implementation. Graduate caliber e.g. degree in engineering - ideally with an MBA degree.

To be considered you should have:

- A minimum of 5 years of experience in general management, sales management or project management.

- Industry experience from the refrigeration industry or the adjacent segments such as HVAC, electrical products or solution or consulting.
- Drive for excellence in sales and project execution.
- Experienced in solution selling and turn-key project sales.
- Understanding supplier management
- Good analytical and project management skills
- Understanding of financial reports such as PnL, balance sheet and cash flow report.
- Understanding of developing and transforming organisations to be part of an international partner network supported and guided by centrally organized functions.
- Language skills: Dutch, English and French.

The role is a full-time position starting as soon as we find the right candidate.

If you are interested in this position, please send us your CV and a motivational letter including salary expectations via LinkedIn link no later than the end of February. Please note that we will start the interviews already before the due date.

For more information on the position please call Henk Vroom (MD Benelux) at +31 65147 0822 or Maria Karvonen (HR BP) at +358 4578 756970.