



Job profile

GMP+

International

Commercial Director

ML



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The company

The company

GMP+ International (GMP+) started more than 30 years ago as a result of Johan den Hartog's enterprising and foresighted view. GMP+ owns the GMP+ Feed Scheme that is used worldwide by more than 18,000 companies in 87 countries. The certification is in accordance with the GMP+ Feed Scheme, which is carried out by 36 certification bodies with whom GMP+ International has a contract. Customers pay an annual fee for the certificate. GMP+ is currently the global market leader with a number of competitors in Germany, Belgium and France, among others. In addition to the quality of the scheme, it is also important that its applicability in daily practice remains optimal. The company database is used to be able to trade safely within the chain.

Vision, Mission and Strategy going forward

GMP+ works every day on feed safety from its vision and mission:

***our vision:** everybody should have access to safe food of animal origin, regardless of who they are and where they live. This is why every company in the animal feed chain should be committed to safe feed.*

*To achieve this, it is **our mission** to deploy a feed certification scheme that makes it easier for companies to contribute to safe feed. To keep our scheme and community up-to-date, we gather valuable information regarding feed safety assurance and share it worldwide.*

In recent years, a lot of hard work has been done on the operational side of the organisation. There is now a solid foundation. The coming years will be dominated by further realisation of the strategic goals.



These strategic goals have been reaffirmed and refined. GMP+ works from the belief that it has the best scheme, where certification will be required, it wants to be seen as the first choice. This is done by applying a specific strategy per region. This strategy can best be described with a number of key words. The first is "Build", which is about increasing awareness. The actual growth is about "Growth" and finally "Consolidate". This involves maintaining the position in the main home markets (the Netherlands and Germany). GMP+ sees a number of important growth markets such as Italy and Spain, Eastern Europe, Southeast Asia and Latin America.

As GMP+ works through Certification Bodies that provide the GMP+ certification, GMP+ is mainly concerned with creating the right conditions. This includes brand awareness, sharing market opportunities, entering into relationships with leading companies, sharing knowledge, etc.

Organisation and reporting lines

The organisation has an office in Rijswijk with approximately 30 employees. Roland van der Post, previously responsible as operations director, will act as managing director as from 1 August 2021. It is therefore a natural moment to further professionalise the organisation. To this end, the management team will be expanded with a second person, a new commercial director still to be appointed. The commercial director provides hierarchical leadership to six to eight employees of the marketing & communication and business development departments. In addition, he/she is also in charge of the regional representations. These are persons associated with GMP+ who represent the organisation in the region.

GMP+ aims at continuity of its activities in order to increase feed safety in this way. It is therefore not aimed at profit maximisation. The activities are accommodated within a private limited company (BV). This BV has a supervisory board. The shares of the BV are held by a foundation. This foundation has a biennial General Meeting of Shareholders. For more information about the organisation, please visit: www.gmpplus.org



Position

Role within the organisation

The new member of the management team has a commercial profile and knows how to make an impact in the world of GMP+. This is achieved by establishing and maintaining good contact in an authentic manner with prospects, existing customers and partners. The focus is not on hard sales and certainly does not just concern relationship management. The new commercial director flawlessly understands when and how to position GMP+ as much as possible. He/she is also able to establish maximum connection between the external and internal environment.

Objective of the position

The purpose of the position is to contribute to the strategic objectives by means of the correct commercial strategy and implementation thereof. To this end, a targeted approach will have to be developed together with the marketing & communication and business development departments that suits the market, customers, prospects as well as the own organisation. Shifts in emphasis and the emphasis for the coming years are on customer focus & impact, conversion of the current relationship management and global involvement in addition to the good Western European footprint.

Key areas of responsibility

- Contributes as MT member and partly decides on the strategy, budget, progress and operating results and finally the allocation of (financial) resources, facilities and authorisations to the organisational units. Consults together with the managing director, the General Meeting of Shareholders and the Supervisory Board.



- Develops, decides and takes care of the commercial strategy and organises with regard to the policy surrounding the GMP+ Feed Scheme and the resulting tasks, activities, contacts and operational results to be delivered.
- Sends and draws up (more) annual plans with regard to the development of the number of certified companies and certification bodies, determines the policy to be implemented and directs its implementation. This itself is an emphatic part of this.
- Decides within the framework for marketing & communication and business development established by General Meeting of Shareholders and the managing director and provides hierarchical leadership, including HR matters.
- Decision on design and implementation of business development and marketing & communication. Translates developments into policy, products and services of the organisation.
- Represents the organisation externally, especially at a commercial level, with the most relevant external networks. Is in various partnerships and focuses on cooperation benefits.
- Identifies developments in the market. Pays attention to the imaging, image and reputation of GMP+ International.

Remuneration

The position has a fixed annual salary range of € 110,000 up to a maximum of € 130,000, excluding a maximum bonus of 7.5%. The fixed salary depends on demonstrable knowledge, experience and success. In addition, the usual pension plans, insurance and mobility schemes, as well as a company car are offered. The employment contract is on a full-time basis.

It is estimated that the commercial director will travel internationally 50% of the time.



Candidate profile

General knowledge and experience

The commercial director (m/f) is the commercial figurehead of GMP+ as well as the quality standard and mission it represents. He/she has solid commercial knowledge and experience and knows how to use this situationally. Commerce mainly takes place through consultative selling. Since this often involves longer journeys in different parts of the world, experience with building and working with a "sales funnel" is essential. Good account and funnel management ensures the predictability of future sales.

The ideal candidate is someone who moves easily in the stakeholder field and has affinity with or can develop this quickly. The focus is on the external assignment, which takes place in close consultation and connection with colleagues in Rijswijk. The position requires a fully-fledged discussion partner at different levels with energy, a good sense of proportion, relevant network (or knows how to build this up quickly), and the ability to connect. The commercial director adheres to the objectives of GMP+ as a whole.

Personality & culture

The candidate has a good story, shows decisiveness and has the ability to inspire and convince others. A solid discussion partner with empathy and sensitivity who knows how to convert this into commercial success. The commercial director is hands-on and switches quickly between strategy, tactics and operation.

Key competences for success

- Market-oriented and environmentally aware



- External focus and relationship builder
- Enterprising, initiating, creative & decisive
- Organisational awareness and connecting leadership
- Professional and systematic with the necessary flexibility
- Commercial with a vision of the market
- Convincing, accessible and collaborative
- Result-oriented management
- Communicative and conversational
- International experience

Education

Higher professional education (HBO)/Academic education (WO), at least 10 years of relevant work experience, knowledge of the sector is an advantage. In addition, the ideal candidate has mastered the English language as well as two other languages.



Procedure

Maes & Lunau Executive Search supports GMP+ International during the selection procedure for the Commercial Director.

- The pre-selection is performed by Maes & Lunau, where an initial interview is conducted
- CV presentation
- First interview with the selection committee
- Second interview with the selection committee plus an introductory round with team managers/members
- An assessment may be part of the procedure
- Appointment by the Supervisory Board

Contact information

This search is carried out by Michiel van Donselaar, consultant at Maes & Lunau. For more information about this position, please contact Hanan Bahar, research consultant, at hanan.bahar@maeslunau.com or T 020-5356286.

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 may be more successful, we will endeavour to make our point by talking it through with the client and explain our reasoning.

Your success is what motivates us

Over the past 43 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.