



GROUP COMMERCIAL DIRECTOR

THE COMPANY

With almost 1.250 employees, five solid board mills and six converting plants in the Netherlands, Belgium, the UK and Spain as well as dedicated sales offices in France and Norway, Solidus Solutions is the largest Pan-European integrated solid board operation. With a commercial reach of more than 60 countries Solidus Solutions realises a sales of € 375 million. The business and its facilities have a long history reaching 150 years, a strong reputation in the industry as well as deep customer relationships which creates a resilient customer base. Our solid board activities have long been part of the Smurfit Kappa Group. Since April 2015 the shares of SK's European solid board activities have been bought by Aurelius, a German based, listed, mid-market Pan-European investor. This carve-out was renamed as Solidus Solutions.

Solid board is a superb packaging material, offering sustainable solutions and a full range of advantages. For example, solid board is both strong and eminently suitable for packing vulnerable products, such as vegetables, fruit and flowers. The industrial sector also continues to find an infinite number of superb applications for solid board. Solid board is compact and offers multiple logistical advantages. It can be treated with a water resistant PE layer, making it ideal for cooling and humid conditions. Solid board is an environmentally friendly, entirely recyclable natural product. This versatile material also offers the key advantage of supporting high quality printing presentations by various print techniques. Solidus has a full range of products for packaging fruit, vegetables, flowers, meat, poultry, fish and dairy products. But also for luxury products, jigsaw puzzles, hardcover books and a wide range of stationery. Solid board meets the client's expectations as for many applications in the industrial sector.

The core business of Solidus Solutions is the production and processing of solid board and solid board packaging solutions. The organisation consists of five board mills (Bad Nieuweschans, Hoogkerk, Oude Pekela, Coevorden in the Netherlands and San Andrés in Spain), six converting plants (Oude Pekela, Zutphen in the Netherlands, Hoogstraten in Belgium, Corby in the UK, San Andrés in Spain and Plélo in France). In addition, Solidus runs two sales offices in France and Norway.

Solidus Solutions has the ambition to maintain, strengthen and expand its uncontested leadership position as supplier of solid board solutions. This is the solid foundation for our further expansion in the coming years. Strong and sustainable autonomous growth, combined with a focused Merger & Acquisition strategy, based on a clear vision of the future of our business, is one of the leading pillars.

At this moment, we are looking for a new colleague in our Senior Management Team as **Group Commercial Director**, who will be in the driving seat to (re)define and execute the next steps in our commercial growth strategy.

For more information:

www.solidus-solutions.com

www.aureliusinvest

JOB DESCRIPTION

Job title: Group Commercial Director (GCD)
Member of the Senior Management Team

Location: Oude Pekela / various / travelling

Reports to: CEO

Manages: External Sales teams / Internal Sales Teams / Marketing / Product Development in the Solidus Solutions Group, in total 8 direct and 40 indirect reports.

GCD's objective

The GCD's primary objective is to strengthen and expand the company's current market position by initiating and implementing a sales strategy, geared towards sustainable volume and margin growth as well as by developing and expanding professional marketing & sales processes and ways of working.

Responsibilities and result areas

- Develop and execute a shared commercial vision and strategy.
- Develop a profitable long-term growth strategy in close consultation with other disciplines, including operations and finance.
- (Re)define, implement en organise a solid growth strategy, focussing on market penetration, business development and prodeuct development.
- Expand the customer base and create a high-quality and dependable distribution network.
- Successfully manage our marketing & sales organisation.
- Build a stable, motivated and customer-focussed team with clear goals and plans.
- Review, Define and Implement the following in order to meet the Groups Strategic Goals:
 - an integrated Sales Structure across legacy divisional structure and potential M&A
 - Sales Processes
 - Sales Planning/Activities of Sales Personnel
 - Performance Management
 - Increasing market penetration across mainland Europe
 - Margin Enhancement
 - NPD, NBD & Commercial Quality Management
- Create a structure and inspiring environment that will result in new and successful product/market innovations.
- Fulfil a representative role in the market and act as Solidus Solutions' public face for external parties.
- Develop and expand existing and new key accounts
- Anchor processes within the in-house organisation (including consultation structures, management information).
- Collaborate with other divisions and disciplines within Solidus Solutions.

CANDIDATE'S PROFILE

For the ideal candidate, this position is a fantastic challenge within a multinational organisation that provides leading and high-quality products and solutions. In addition, this role offers extensive freedom of action. There is room to invest and the existing Sr. Management Team of the company has very ambitious plans.

Candidates for this position must have the following background/experience:

- Higher education qualification or University degree and/or the ability to work and think at academic level
- A minimum of 10 years international experience in commercial management roles
- Experience in highly competitive, price sensitive B-to-B markets within production industry
- Demonstrable affinity with packaging production / technology
- Experience with M&A and working within a PE-oriented environment is preferable
- Must be willing to travel
- Fluent in Dutch and English, German and French is considered an asset

Key competencies

In addition to the fact that the candidates' personality should blend in with the culture of a business based in the north of the Netherlands, we are looking for the following key competencies:

Practical commercial focus and aptitude

- Has a good sense of entrepreneurship and (international) business with good understanding of risk and risk management and at the same time being able to exploit opportunities
- Has the ability to react to and satisfy the questions, requirements, needs and interests of both internal and external customers
- Enjoys the “vibe” of being in a hands-on, results oriented sales environment
- Has a “let’s make it happen”- attitude: wants to close the deal!

Result orientation

- A ‘go-getter’: very energetic and determined to be successful
- Ability to deal with new or difficult situations easily
- A strong and resilient negotiator
- Sets himself ambitious goals and focuses on achieving the organisation's results
- Makes agreements about the way in which goals are to be achieved
- Assesses and ensures compliance with those agreements

People Management skills

- Natural authority towards relevant parts of the organisation
- Ability to genuinely connect with and coach people
- Firm, convincing, yet approachable for others
- Sets clear objectives and ensures that employees contribute to achieving these objectives
- Has the ability to set priorities and manages time effectively

Bright analytical thinker

- Develops and supports a vision of the future for his department in line with the company's objectives
- Is able to translate that vision in a clear strategy
- Possesses good strategic, analytical and problem solving skills.
- Understands and applies modern and 'state-of-the art' commercial tools and processes

Networking

- Actively seeks, builds and maintains contacts and collaboration with colleagues, customers, distributors and other business relations that play an important role in achieving the organisation's goals.