

# Chief Sales Officer (CSO)

Do you have solid international experience in sales, and do you have a commercial mindset? Do you know how to lead and develop a sales and marketing team? Have you implemented best practice solutions for commercial excellence in a sales organization and do you enjoy hands-on experience with customers? Then you might be our new Chief Sales Officer (CSO).

We are looking for our new CSO who will have direct reference to our CEO and will join the Executive team.

As our new CSO you will be leading a team of app 50 people in the commercial organization. These are divided into our sales department, subsidiaries, area sales managers and a key account setup. Further you will take responsibility for our commercial excellence department including sales excellence, Contracts, Marketing, Pricing, Market Intelligence, Technical Sales, Layout as well as our Technology Centre.

You will be responsible for the sales of chocolate and confectionery products, and you will be part of a commercial setup with our CEO and head of Bakery and After Sales & Service.

## Your primary tasks include:

- Further develop the sales and marketing organization, e.g., securing a continued focus on value selling and ensuring to proactively obtain new customers as well as working with 'Customer experience' physically as well as digitally
- Securing a strong anchoring of commercial excellence focus
- Supporting other divisions with relevant sales forecasts
- Ensuring close cooperation – physically as well as digitally - with sales people and sales agents and coaching them especially around larger projects. You can expect 50-60 travel days annually
- Visit customers and be in charge of our key account setup
- Supporting our objectives are achieved regarding an 80/20 sales - meaning 80% standardized solutions and 20% customized solutions.

## Qualifications

The ideal candidate:

- Has a relevant Master's degree
- Has a strong commerce and sales tool box
- Has solid people management skills and at least 10 years' experience within international sales management
- Is adept withing IT and digitalization
- Ideally has experience from machine industries such as food processing and project sales of large processing lines
- Communicates clearly in Danish, English.

## Competences

You take ownership and want to make a difference.

You are service minded and an excellent collaborator. You have strong communication skills and you easily build trusting relations with people inside and outside Aasted.

You take responsibility, are competent in keeping an overview while at the same time you are able to work 'hands-on' with a client or project.

You work in a structured way and have determination and you enjoy working in a sometimes quite hectic environment. We expect you to be able to strategically as well as execute on concrete tasks.

## What we offer

**Job Title:**  
CSO

**Application Deadline:**  
As soon as possible

**Company:**  
Aasted ApS

**City:**  
Farum

**Country:**  
Denmark

**Contact person:**  
Brian Ranvits

**Phone number:**  
+45 2048 0548

A dynamic environment with many exciting and challenging tasks in an ambitious but informal organization where relations are of highest importance.  
You will become part of an innovative and successful Danish family-owned company with great possibilities for professional and personal development.

If you want to know more about this position, please contact Brian Ranvits, European Search Company at +45 2048 0548.

You can read more about Aasted here:

<http://brochure.aasted.eu/Internal/HRFolder/HosAasted>