



THIRST

Field Sales Director

Leading brands, great people, growth and the reward that comes with it: the raw materials for success are right here. But still, success depends on our skilled management sharing thirst: a thirst for getting more and better from our people and systems, a thirst for pushing limits, and a thirst for the rigor and challenge of a fast-moving business.

Do you have a personality with the power to influence and connect? Can you sustain the pace to keep on growing? Will you make an impact with your desire to win?

Our Field Sales department is organized in different channels: Hypers & Supers, Proximity, Institutional and Horeca. The Director Field Sales is responsible for one of these Channels. The Director develops an operational strategy to maximize sales and profit at a minimal cost, and manages a Sales Team of Senior Managers, Managers, Sales Representatives and Merchandisers.

The Work Environment:

Multinational FMCG company in a highly competitive context

As Field Sales Director you will focus on 3 aspects:

Strategic aspects: You translate the marketing strategy in actual action plans, develop a clear vision and determine the optimal 'Go to Market' model:

- You create and present the yearly Business Plan

- You contribute to the development of the Sales & Marketing Strategy, discuss propositions and exchange knowledge and experience concerning the field with the Marketing department

- You maintain direct contact with important and/or strategic customers (Key Account Management)

Operational aspects: You organise, lead, observe and evaluate the operational sales' activities in your channel

- You develop an efficient organisational structure

- You maintain the efficiency of the deployed people and other resources

- You ensure efficient communication and consultation in the department

- You observe KBI's

People management aspects:

- You determine targets, follow up the realizations of your team and develop initiatives in order to adjust when objectives are not met

- You lead, manage, coach, develop and inspire your team (80 to 200 people)

- You hire talented employees in collaboration with HR Business Partner and Talent Acquisition

- You build a winning team, with a strong team spirit

We believe equal opportunities means inclusion, diversity and fair treatment for all.

Coca-Cola Enterprises

Thirst.

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Profile:

- You have a minimum of 10 years Commercial and Leadership experience within an FMCG leading company and are used to work in a changing environment
- You have experience in managing people, sales and change in matrix organizations
- You are a strong convincing leader but collaborative in approach
- You have the capability to understand our business drivers and to translate these into business needs
- You have a Master's Degree and have a, excellent knowledge of English, French and Dutch.
- You are a Communication and Negotiation expert, you are innovative, driven and result-oriented
- You have an Operational Strategic Mind, combined with an organizational vision
- You have a passion for the beverage industry and its Coca-Cola products

Why working at CCE?

As Director Field Sales you will find continuous challenges, engaged teams, flexible working hours, sufficient variation between office and field, strong brands, pride and passion, objectives and results, strategic thinking, various career opportunities, and you will use your creativity to sell more! Strategy and people management will be your first focus. You will work with, by and for people!

At CCE, we are living the values day in day out : Accountable, Team-Driven, Customer-Focused.

Every employee at CCE is part of the Performance and Talent Management Cycle. This cycle consists of a range of different activities that focus on your personal development and achievements.

You will find a sparkling, open and dynamic corporate culture, where freedom and responsibility go hand in hand.

Join us at Coca-Cola Enterprises and be part of creating the extraordinary!

Visit our career site to find out more! www.cokecce.com/careers

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HR RECRUITING CONTACT:

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