



Position: Global Head of Sales

Start Date: TBD – your choice

Location: The Netherlands, Amsterdam - remote friendly

Reporting to: Valentin Pitiot and Daniel Hooft

Responsibilities: As the Global head of sales, you'll drive sales growth and market expansion across the globe. You'll develop sales strategies, manage the sales team, client relationships, and work closely with registration team, marketing team and logistics team. You'll also lead negotiations, represent Kelp Blue at trade shows, and provide market insights. Your role is essential to expanding Kelp Blue's presence in the agronomy sector and driving long-term growth.

Duration: Initial 12 months contract with a 1-month notice period

Project Remuneration:

- Salary + options (shares) OR commissions:
Commission: In addition to your monthly fee, you will be eligible for commission on deals you secure. All commissions are calculated on a quarterly basis and paid at the end of the quarter to the sales lead. The commission is structured as:
 - Once-off orders: 4% commission on any once-off orders placed by your client list. Payable once the respective client invoices are settled in Kelp Blue's account. This excludes deliveries that are placed under a longer-term contract.
 - Contracted revenues: 6% commission on Total Contract Value on any contract where the customer is contractually obligated to pay for the agreed quantity even if they do not take delivery. Volumes & price point must be clearly specified in the contract. Total Contract Value is defined as the contractually obligated revenues over a 5-year period dated from the signing of the contract. This commission is paid upfront on the signing of the contract.

For you specifically:

- How you will learn faster: To guarantee fast learning and development, we create full openness when it comes to budget/forecast documents, strategy meetings, go-to-market and sales strategy, investor/board documents, etc. We are a small team today and expect everyone to weigh in and participate on these topics. Within the team, we provide active mutual feedback. This doesn't just imply you are expected to be very open to feedback, but also implies you are expected to give as much upward feedback to C-level executives as you receive yourself. We want Kelp Blue to be a platform for growth and your career. If you perform well and communicate transparently, we personally vouch we will help you on your next step in your career, whether it's inside or outside of Kelp Blue, whether it's referrals or introductions. We care about bringing you to the next level.



Scope of Work: Global head of sales Role Objective

As the Global head of sales, you will spearhead Kelp Blue's efforts to establish a strong market presence for its biostimulant product, StimBlue+, across the region. The goal is to drive revenue, increase market share, and build long-term client relationships in the agronomy sector to promote sustainable agriculture. You will have access to all of the Kelp Blue materials produced centrally and have the opportunity to help shape what's required for the market.

Key Responsibilities

1. Team Management
 - Manage the Global sales team (6 full time + 5 agents)
 - Work closely with the management team to ensure consistent growth
2. Market Strategy & Sales Planning
 - Develop and implement a comprehensive sales strategy globally, including market entry tactics, segmentation, and targeting.
 - Conduct market analysis to identify demand drivers, competitor activity, and potential risks.
 - Set quarterly sales targets and milestones aligned with Kelp Blue's growth objectives.
3. Sales Execution
 - Manage the sales pipeline to achieve monthly, quarterly, and annual revenue targets.
 - Cultivate relationships with potential clients, including distributors, formulators, cooperatives, and large-scale farmers.
 - Lead negotiations, prepare proposals, and secure distribution or purchase agreements.
4. Client Relationship Management
 - Maintain ongoing relationships with clients, acting as the main point of contact to ensure satisfaction and repeat business.
 - Provide technical guidance on product application, benefits, and best practices.
 - Facilitate problem-solving and conflict resolution in a timely manner.

5. Market Development

- Represent Kelp Blue at trade shows, agricultural expos, and other relevant industry events to boost visibility.
- Coordinate promotional activities, such as field days or product demonstrations, to enhance brand awareness.
- Collaborate with the marketing team to develop region-specific marketing collateral and sales tools.

6. Data-Driven Market Insights

- Regularly gather and report on market trends, customer feedback, and competitor activities.
- Track and analyze sales performance data to identify growth opportunities.
- Provide insights to inform product development, pricing, and promotional strategies.

7. Training & Development

- Train distributors and partners on the technical aspects and value proposition of StimBlue+.
- Stay updated on agronomy trends and share relevant information with clients and internal teams.

Performance Expectations

1. Target Markets and Focus Areas

- Focus initially on high-potential countries, with a priority on those with growing interest in sustainable agricultural practices.
- Adapt the approach based on market insights, with a focus on regions where soil health improvement and biostimulant efficacy are recognized needs.

2. Monthly and Quarterly Reviews

- Participate in monthly performance reviews to assess progress toward KPIs.
- Complete quarterly strategic reviews with management team to adjust the sales approach based on market feedback and evolving priorities.

3. Collaboration with Internal Teams

- Work closely with marketing, product development, and logistics teams to ensure a seamless client experience.

Provide timely feedback on product performance, customer satisfaction, and market dynamics to guide cross-functional strategy.



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About Kelp Blue

At Kelp Blue, we're striving to find long-term solutions to help restore marine ecosystems and providing planet friendly products to some of the world's largest industries. Our goal is to increase ocean biodiversity by growing giant kelp forests at scale, beginning just off the coast of Lüderitz. These giant kelp forests will lock away vast amounts of CO₂, boost marine biodiversity and have an enormously positive social impact on communities through job creation and education. Our company growth will be financed by the harvesting, processing and sale of the kelp canopy into environmentally friendly inputs for multiple industries. We're not a 'business as usual' company. We're here to make a difference. We're a lean team, we all roll up our sleeves to get the job done, whatever it may be. People who fit well with us are independent thinkers yet team players and people who are results driven. Because some of the things we're trying to do have never been done before, we're looking for people who have a healthy dose of common sense, who are problem solvers by nature and comfortable getting on with tasks in an unstructured environment.

Want to apply?

Send an email with CV and motivation letter to newkelpies@kelp.blue with Global head of Sales in the subject line before March 10th.