



Country Manager

The Netherlands 

40 hrs per week 



About Silikal

Silikal was founded in 1951. Having initially concentrated on screed construction, at the start of the 1960's they began to develop new, modern synthetic resin-based products for the dynamically growing construction sector; primarily for floor coatings and engineering applications in trade and industry. They have continued on that path with countless research projects to date.

For the last few decades they have been active across the world, in Europe, North and South America, Asia, Africa and Australia. As the markets developed, so did Silikal. With ever changing requirements demanding constant product developments, their product range grew from year to year.

Their customers can choose from a large number of MMA, Epoxy or PU products, systems and specialties, whether for floor coating, sealants, mortars or road marking, tested according to various standards. On offer are resins for orthopedic applications, adhesives for testing pull off strength and resins for design floors or tactile guidance systems to name just a few.

Distribution takes place by their own sales team, representatives, specialists, construction and building protection companies as well as intermediaries such as engineers, planners and architects.

Their focus is on consultancy, service, quick response and of course quality! A whole team of specialists, technicians, application engineers and developers are in attendance for the customer.



Job Overview

Your impact as Country Manager

As Country Manager, you will be responsible for the operational sales activities in the Benelux. Your primary objective is to develop the business and consistently increase revenue and profitability within your region, strengthening Silikal's market position and driving further growth.

You will personally manage relationships with existing customers and sales partners across industry, trade and contracting businesses, while actively identifying and developing new business opportunities.

Based on thorough market research and analysis, you will develop a forward-looking sales strategy, identify opportunities to establish new sales channels and drive further market penetration.

Your responsibilities:

- Take responsibility for commercial sales activities across the Benelux, with an initial focus on regaining market share in the Netherlands;
- Actively identify and acquire new customers, developing business opportunities to increase revenue and profitability;
- Strengthen relationships with existing customers and sales partners, identifying opportunities for further growth;
- Build and maintain relationships with flooring applicators, contractors, architects, planners and industrial end customers;
- Act as the first point of contact for customers, understanding their needs and working closely with Silikal's technical specialists in Germany to provide suitable solutions;



"We protect floors, buildings, infrastructures."

Sören Pieper | Sales Director Export

- Identify market developments and commercial opportunities, contributing to the development of new sales channels and further market penetration;
- Increase Silikal's visibility through regular customer visits, networking activities and participation in industry exhibitions and trade fairs.
- Monitor commercial opportunities, customer activities and sales progress using the Silikal ERP system;

Your role within the organization:

The position is preferably based in the Netherlands. You will primarily work from home and spend a significant amount of time visiting customers throughout the Benelux. As the business grows, there may be opportunities to establish a local office and expand the team.

You will collaborate closely with the management and technical specialists at Silikal's headquarters in Germany, who provide ongoing commercial, technical and operational support.

What you bring to the table

Silikal is a family-owned business where commitment, initiative and long-term relationships matter. The company values people who take responsibility, act decisively and stay close to their customers.

For this position, Silikal is looking for a commercially driven professional who enjoys developing business independently and is motivated by the opportunity to build something for the long term.

- A proven track record in B2B sales, business development or account management. Experience in construction or technical products is an advantage;
- Strong commercial skills, with experience in acquiring new customers and building long-term customer relationships;
- An entrepreneurial and hands-on mentality;
- Interest in technical products and the motivation to develop a thorough understanding of Silikal's products and applications;
- The ability to understand customer challenges, identify opportunities and offer solution-oriented advice;
- A high level of independence, self-motivation and ownership, with the confidence to develop a market without a local team;
- A structured approach to managing sales activities, customer relationships and commercial opportunities;
- Good command of the Dutch and English language, both verbally and in writing;
- Willingness to travel frequently throughout the Benelux and occasionally to Germany.



Competencies are a set of interrelated behaviors, skills, and personal traits that determine **how** a person acts in work situations.

Competencies in which a candidate scores highly come more naturally to them. A low score does not mean that someone is bad at something or cannot improve. It mainly indicates that it takes more energy and time to perform well or maintain that level of performance.

Behavioral competencies

Entrepreneurship

Entrepreneurship is about identifying and seizing opportunities, taking the initiative, and turning ideas into concrete actions.

Proactivity

Proactivity is about taking the initiative rather than waiting for things to happen.

Networking

Networking is about easily making connections, maintaining relationships, and leveraging those relationships to exchange information or establish collaborations.

Sense of responsibility

A sense of responsibility involves consciously taking on tasks and duties, even when they go beyond one's own job description.

Learning Ability

Learning ability is about quickly grasping new information, applying it in practice, and being open to growth.

Working at Silikal: what to expect

Joining Silikal means becoming part of an internationally successful, family-owned company. In this position, you will have considerable freedom to shape the commercial development of the Benelux market.

In addition, they offer the following:

- A competitive fixed annual salary, depending on experience up to €100.000 per year;
- A performance-based bonus scheme;
- 30 vacation days;
- A company car, laptop and mobile phone;
- A pension scheme;
- Flexibility to work from home, combined with frequent customer visits throughout the Benelux;
- A comprehensive onboarding programme in Germany, including technical and product training;
- The opportunity to contribute to the long-term growth of the Benelux business and potentially establish and lead a local team.

INTERESTED?

Contact Amber Galestien-Kuin via
+ 31 6 18 66 43 66 of ambergalestien@luke.nl

www.luke.nl

