

PERSONAL AND CONFIDENTIAL

Position profile

Meridia

Executive Director



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About Meridia

Meridia is a leading fast-growing agriculture technology company headquartered in the Netherlands. Meridia provides field data services to global food brands and traders to some of the key issues they are facing in traceability, regenerative agriculture and ensuring their suppliers a living income. Meridia does this by providing land titling, mapping and ground-truthing services, currently in West Africa and Indonesia. Built on a superior technical platform and with the ability to execute field operations in challenging environments, Meridia provides customers with high quality data sets and field certification services that they sorely need.

Meridia understands that global food and agricultural businesses are seeking to comply with ambitious industry standards and compliance requirements, to satisfy global commitments on climate change, sustainable sourcing and living income for their smallholder producers. Meridia's unique offering allows companies full oversight of their smallholder suppliers, including jurisdictional data, as well as follow-on services to help improve smallholders' productivity and certification needs. All in all, this allows a digitally driven approach to supply chain management bringing data on smallholder suppliers to the companies that ultimately purchase from them.

Meridia has a strong reputation with customers for high data quality and excellent premium products. The customers of Meridia are large food companies such as Unilever and Mondelez and commodity traders such as Cargill and Barry Callebaut. Meridia already has a good presence and track record in 2 key sectors, cocoa, and oil palm. However, it's their ambition to expand to another 4 value chains over the coming years. Also, they expect to broaden their business beyond agricultural supply chains and work much broader with field data collection, including new territories.

Meridia has a strong team (circa x 100) with diverse backgrounds and nationalities. They have teams on the ground in the Netherlands, West Africa and Asia. Meridia is led by an entrepreneurial management team and has an inspiring board and advisors. Meridia is structured as a for profit company with a one-tier board. The company is backed by leading venture capital investors Omidyar Network and Mercy Corps.

About the role

In order to become a key sustainable supply chain field data partner with world leading food and agriculture companies and to accelerate the growth in both existing as well as new markets, we are currently looking for an Executive Director. The Executive Director will steer the ambitious growth plan and elevate the organization to the next level. (S)he will report to the CEO of Meridia Head Office.

Key Responsibilities

- Provide inspiring leadership to accelerate the growth of the business;
- Provide ongoing leadership in refining the strategy. Identify and address problems and opportunities (new products, markets and earning models) for Meridia;
- Refine and drive the commercialization strategy across key markets - and customer segments, ensuring that Meridia becomes the preferred partner of choice, not only for existing customers but also for the sector at large;
- Finalize and drive the global commercial business development plan and branding/marketing plan;
- Build and sign strategic partnerships with key complimentary service providers & customer relationships to drive long term growth;

- Originate and manage B2B business development opportunities through existing and new channels. Build a sales pipeline to ensure a constant stream of sales. Set annual sales and revenue targets;
 - 40% of your time will be in the direct engagement with new customers and taking an active lead in generating new business by shaping client decisions to buy solutions you are instrumental in creating.
 - 50% of your time should be dedicated in managing existing customers in the best way to convert existing leads into sales;
 - The remaining 10% of your time should be to refine the go-to-market strategy for future products/markets (beyond agricultural supply chains) and vendor alliances;
- Lead and grow the in-country teams of sales-, currently 3 fte. Monitor employee productivity and create an environment that promotes great performance and positive morale;
- Be the key account manager for key projects and activities. Ascertain structured processes with the project execution teams, bring focus and client satisfaction.

Candidate Profile

With a strong focus on the execution of the commercialization strategy, the ideal candidate is an experienced, commercial leader who is driven to create and deliver solutions in-line with the customers business requirements, (S)he has:

- 10+ years of experience in business development or b2b sales with focus on large corporate clients;
- Entrepreneurial spirit, hands-on and self-starting. Willing to face all challenges with enthusiasm and positivity. Ability to work with a technology driven team in an international environment;
- Good knowledge of the agri-food industry, in particular the agricultural value chains, traceability, regenerative agriculture and sustainability;
- A strong understanding of key issues affecting global food brands and ag commodity traders, as they seek to understand their supply chains and meet their global commitments;
- A solid network within key companies in the target sectors and the ability to create new relationships with ease;
- Excellent communication skills. Able to communicate complex information and transform to a clear narrative and able to clearly communicate client needs to the operations team;
- Demonstrated experience of ethical leadership and ability to build and manage multicultural teams;

What we offer

- A unique opportunity for a proactive commercial leader to shape the journey of a social venture to grow;
- A talented international team in a pioneering organization;
- An international and dynamic environment. Travel on average expected to be 20%;
- A vibrant office space in the heart of Amsterdam;
- Flexible working hours;
- A compensation package in line with the responsibilities.

Further information

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To apply for this role, please submit your motivation letter and CV before February 7 to
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