



Commercial Director

Base salary: £80-85k+ profit share bonus

Location: On site role, Lewisham, London HQ

Start date: As soon as possible

Our Vision: Improve Coffee for Everyone.

Company: Internationally Loved Digital Coffee Brand. Since 2010. 70 + Countries. 10,000+ Users. 1,000,000 cups of coffee. Team of 20.

About us:

We want to improve coffee for everyone, farm to cup.

We design and manufacture transformational, innovative systems to improve the quality and appreciation of coffee globally. Right now, that means two revolutionary coffee roasters for professional and home users.

Our plans go further than coffee roasters. For us, the bigger picture extends to coffee as a whole. Our vision is to improve the value chain for smallholder producers and benefit the global coffee industry and drinkers by improving quality and appreciation of excellent coffee.

Join us on our exciting journey and help us achieve our ambitious goals. Together, we can continue to improve coffee.

The role:

We are seeking a dynamic and visionary Commercial Director to lead our commercial growth and expansion efforts. You will lead a talented multi-disciplinary team, overseeing the functions of sales, marketing, operations, production, finance, legal & HR.

As our Commercial Director, you will be responsible for the continued successful turnaround and growth of the business, developing and executing strategic initiatives that drive revenue, regional expansion, and strengthen our brand presence.

Key Responsibilities:

1. **Build and Implement Commercial Strategies:** Develop and oversee the implementation of comprehensive commercial strategies to maximise growth in revenue, regional expansion, and brand visibility.
2. **Lead and Support Management Team:** Work closely with the management team to deliver against the overall strategic growth plan in situ.. Provide the necessary frameworks, support, and accountability to ensure their success.
3. **Lead and Motivate the Sales Team:** Inspire, motivate, and drive the sales team to consistently deliver against sales and profit goals. Implement effective sales processes, training, and performance management strategies.
4. **Develop and Implement Business Plans:** Create and execute detailed business plans that outline growth targets, marketing initiatives, and operational strategies to achieve the company's commercial objectives.
5. **Foster Collaborative Partnerships:** Cultivate and maintain strong relationships with key stakeholders, including clients, partners, and industry influencers, to drive business development and strategic alliances.
6. **Analyse and Optimise Performance:** Regularly review and analyse sales data, market trends, and customer feedback to identify opportunities for improvement and implement data-driven strategies to enhance the company's commercial performance.
7. **Oversee financial performance:** Manage the company's P&L. Ensure the financial health and sustainability of the organisation by making informed decisions and implementing effective financial strategies in conjunction with the Head of Finance.
8. **Regularly report on the business's performance** to the Board of Directors and shareholders, serving as the primary interface with these key stakeholders.

Desired Qualifications:

- Extensive experience (8+ years) in a senior sales and/or general management role, within physical technology products via Omni Channels– B2B, Distribution/ reseller channels preferably in a start/scale-up, growth-oriented organisation.
- Proven track record of developing and executing successful commercial strategies that drive revenue, market expansion, and brand recognition.
- Strong commercial acumen and experience in managing P&Ls, balance sheets
- Excellent leadership and people management skills, with the ability to inspire and proven ability to motivate cross-functional teams.
- Exceptional communication and presentation skills, with the ability to effectively convey complex information to various stakeholders.
- Strategic mindset and the ability to think critically, identify opportunities, and make data-driven decisions.
- A passion for coffee (experience in the industry would be ideal but not essential) Familiarity with the latest industry trends, competitive landscape, and customer preferences.
- Collaborative and adaptable, with a willingness to work closely with team members and key stakeholders.