



United Beet Seeds (UBS), headquartered in Belgium, specialises in all aspects of sugar beet seed research, production, processing and commercialisation. We leverage our combined strengths, extensive expertise and a shared passion of over 900 employees worldwide, to expand opportunities for growers and industry in the global beet and chicory seed markets. UBS has a strong focus on innovation and quality, resulting in high performing and sustainable varieties.

## Country Head of Sales Türkiye

Are you looking for a new challenge in sales? Do you want to leverage your commercial expertise and leadership skills to make a real impact? As Country Head of Sales Türkiye at United Beet Seeds, you will get to use your local agricultural knowledge to drive the commercial execution and market development of our seed portfolio in Türkiye. If this opportunity sounds like the right fit, we'd love to meet you!

### Your key responsibilities

#### Commercial leadership & execution

- You translate regional strategy into country level action plans.
- You deliver the annual budget for Türkiye.
- You lead all commercial activities across UBS's brands and supervise local sales teams.
- You lead development of UBS business with local key accounts.
- You lead, where relevant, the execution of the UBS brand roadmap in Türkiye.
- You prioritize must-win battles and ensure execution.
- You oversee pricing execution and ensure market competitiveness.
- You set, budget, and organize demo trials.

#### Performance management & tracking

- You take ownership of the sales forecast (volume, value and delivery timing), ensuring a rolling 3-year forecasting horizon.
- You track individual sales performance and reporting, including regular sales forecast updates.
- You conduct competitive analysis.
- You cascade and localize internal communications.

#### Team leadership & capability building

- You coach, develop and supervise the country's sales force.
- You arbitrate between brands or teams when needed.
- You enable knowledge sharing at country level.
- You coordinate sales accelerating functions, ensuring cross-functional collaboration.

### Your profile

- You have a Bachelor or Master's Degree in Agronomy, Agricultural Sciences, Business Administration or a related field.
- You have at least 5 to 8 years of sales or commercial experience, preferably within the seed industry or broader agricultural sector.
- You have demonstrated sales leadership experience, preferably in managing key accounts or sales teams. You're able to lead and develop a sales team and have strong coaching skills to build team capabilities and engagement.
- You have solid knowledge of the local agricultural market, especially in sugar beet or arable crops.
- You're proficient in Turkish and have a strong command of English for regional coordination.
- You have a strong knowledge of go-to-market strategies, customer segmentation and sales channel management.
- You're able to develop and implement commercial plans tailored to local market dynamics and have experience managing customer relationships.
- You're skilled in sales forecasting, KPI tracking and performance analysis.
- You're result-driven, with the ability to make data-informed decisions to drive growth and optimize resources.
- You have excellent interpersonal skills and are able to work effectively with regional leadership and cross-functional teams (marketing, supply chain, ...).
- You're willing to travel within Türkiye as needed.



For this position, you are preferably based in Türkiye.



Are you the person we are looking for?

Send your resume and motivation letter to:

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