


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.

# Sales Manager Nordics

**As Sales Manager Nordics at United Beet Seeds, you will be responsible for developing and delivering the commercial performance of our sugar beet seed business across Denmark, Sweden, Finland and Lithuania. If you have commercial experience in agriculture and are looking for a new challenge in sales, this might be the perfect opportunity for you!**

## Your key responsibilities

- You develop and deliver the commercial performance of the sugar beet seed business across Denmark, Sweden, Finland and Lithuania.
- You own the commercial relationship with customers (sugar beet farmers) and key market stakeholders (sugar industry, beet official organizations,...) across the region, translating the regional commercial strategy into effective country-level execution.
- You drive sales volumes, revenue, pricing and margin, while strengthening the long-term position of the company and its brands in each market.
- Sugar beet is your clear strategic priority. Fodder beet forms a secondary part of the portfolio and should be managed efficiently while capturing relevant commercial opportunities.
- You act as the commercial voice of the market, connecting customers and local market developments with Sales, Product Portfolio Management, Technical Crop Service, Customer Value Creation, Customer Service and Expedition, Supply Chain and other relevant functions.
- You provide day-to-day leadership to one direct report and coordinate freelance sales agents and promoters operating in the different countries, ensuring aligned priorities, consistent market execution and appropriate performance follow-up.

## Your profile

- You have a bachelor's or master's degree in Agronomy, Agricultural Sciences, Agricultural Economics, Business Administration or a related discipline; equivalent relevant agricultural experience may be considered.
- You have 3–7 years of B2B and B2C commercial experience in agriculture, preferably in seeds, crop protection, fertilizers or another professional agricultural-input environment.
- You have demonstrated your ability to develop business across a geographical territory and manage key accounts and complex agricultural value chains.
- You have strong selling, negotiation, key-account-management and business-development capabilities.
- You have financial and margin awareness, maintain pricing discipline and have a value-selling mindset.
- You're able to set clear priorities, delegate effectively, coach a direct report and manage external commercial contributors.
- Prior experience in people management and/or coordination of freelance agents, distributors or promoters is desirable.
- You have strong planning, forecasting, analytical and CRM skills.
- You have a strong affinity with agriculture and a sound understanding of arable crop production. Experience with sugar beet, fodder beet or other arable crops is a strong advantage.
- You're able to understand and communicate seed genetics, agronomic performance and variety value.
- You're able to conduct field visits, support demonstrations and engage credibly with growers, factories and technical stakeholders.
- You have a high degree of autonomy, ownership and entrepreneurial drive.
- You're results-oriented, structured, pragmatic and close to customers; as a strong relationship builder, you're comfortable working across different countries and cultures.
- You're able to combine strategic thinking with hands-on commercial execution and cross-functional collaboration.
- Fluency in Danish or Swedish is preferred. You have a strong professional command of English; knowledge of one or more relevant local languages is a significant advantage.
- You have a valid driver's license and are willing to travel extensively across Denmark, Sweden, Finland and Lithuania.

UBS

### Are you the person we are looking for?

Send your resume and motivation letter to **recruitment@unitedbeetseeds.com**.

If you have any questions about the job, please contact our Executive Director Sales, Patrick Spadin, on mobile: +32 477 75 89 10.

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