

# Business Development Lead

## (32-40 hours)

Hortimare stands as the global specialist in seed technology for seaweed, developing and supplying high-quality starting material to seaweed farmers and industry partners worldwide. Operating at the intersection of science, technology, and entrepreneurship, Hortimare accelerates the seaweed sector into a fully-fledged, sustainable alternative within food, feed, and biobased applications. From their base in the Netherlands, this fast-growing organization shapes how seaweed becomes a transformative resource for global food production and sustainability.

### HIGHLIGHTS

Hortimare, a global pioneer in seaweed seed technology, seeks a Business Development Lead to drive commercial growth and market visibility. You'll operate at the intersection of strategy and execution, structuring scalable commercial processes while building international customer relationships that position seaweed as a sustainable alternative for food, feed, and biobased industries.

### WHAT WILL YOU DO?

As Business Development Lead at Hortimare, you drive commercial growth and market visibility across international markets. Reporting directly to the Chief Commercial Officer, you structure and optimize the complete commercial process, from lead generation through contracting and delivery, while translating complex seaweed technology into compelling market propositions.

### Tasks and responsibilities:

- Develop international markets and customer relationships, identifying opportunities and translating them into concrete business cases
- Structure and continuously improve the sales cycle and commercial process, ensuring scalability and consistency across the organization
- Strengthen Hortimare's positioning as a technology partner for propagation material through strategic marketing activities
- Translate complex technical and scientific knowledge into understandable and attractive commercial propositions
- Represent Hortimare at international trade fairs and events, building networks within the seaweed and food/agri sectors
- Optimize CRM systems including HubSpot and AFAS to support commercial operations
- Contribute to commercial strategy development and shape the organization's market direction

### THE OFFER

Join a young, international, and dynamic team where strategic thinking meets hands-on execution. Hortimare fosters an entrepreneurial environment with substantial room for



initiative, where you'll work alongside a driven team committed to transforming global food production through sustainable seaweed innovation.

- Salary range €5,500–€6,000 (full-time equivalent) plus performance bonus scheme
- Flexible hours: 32–40 hours per week
- Opportunity to actively shape a new industry and contribute to sustainable food production
- International exposure with travel opportunities across key markets
- Professional development in a fast-growing, impact-driven sector
- Collaborative team environment with substantive expertise and entrepreneurial spirit

### **CANDIDATE PROFILE**

You think strategically yet remain hands-on, identifying opportunities and translating them into action independently. You thrive in startup and scale-up environments, enjoy international travel and collaboration, and demonstrate genuine curiosity about the seaweed industry. Your ability to quickly acquire technical knowledge and communicate it commercially, combined with your commitment to sustainability, drives your approach.

### **Job requirements:**

- Minimum 5 years of experience in sales and/or marketing roles
- Minimum HBO working and thinking level
- Fluent English; Dutch language skills are a strong advantage
- Demonstrated experience with online marketing and digital channels
- Experience with CRM systems, preferably HubSpot
- Background in food, agriculture, or related industries

### **LOCATION**

Hybrid, Heerhugowaard 2 days a week, international traveling 25-30%

### **APPLY NOW**

Please send your resume and motivation letter to:

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For questions, feel free to reach out!

