

Vacancy: Business Development Lead (32 - 40 hours)

Location: Netherlands, Heerhugowaard | Internationally oriented

About Hortimare

Hortimare is the global specialist in seed technology for seaweed. We develop and supply high-quality starting material and support seaweed farmers and industry partners worldwide.

Our ambition is clear:

Accelerating and scaling up the seaweed sector into a fully-fledged, sustainable alternative within food, feed and biobased applications.

We combine science, technology and entrepreneurship to set the standard in this fast-growing sector. And we need you for that.

The role

As Business Development Lead, you are the driving force behind our commercial growth and visibility. You operate at the intersection of strategy, business development, shaping how our expertise translates into scalable commercial opportunities.

You take ownership of structuring and continuously improving the commercial process, from lead generation to contracting and delivery, ensuring scalability, clarity and consistency across the organisation. You work in a young, international and dynamic environment where you think along at a strategic level just as easily as you roll up your sleeves yourself.

You will report directly to the CCO and act as a key partner in shaping our commercial direction.

What will you do?

Sales & Business Development

- Actively developing international markets and customer relationships
- Identifying opportunities and translating them into concrete business cases
- Setting up and optimizing a clear sales cycle and commercial structure
- Thinking about and contributing to the commercial strategy

Marketing & Positioning

- Strengthening Hortimare's international positioning as a technology partner for propagation material
- Developing and executing marketing activities (online & offline)

- Translating complex, technical knowledge into understandable and attractive propositions
- Working with and optimizing CRM systems (e.g., HubSpot and AFAS)

Events & Network

- Representing Hortimare at (inter)national trade fairs and events
- Building a strong network within the seaweed and food/agri sector
- Being the face of Hortimare in the market

Who are you?

- You have at least 5 years of experience in a sales and/or marketing role
- You feel at home in a start-up/scale-up environment
- You think strategically, but above all you are hands-on
- You see opportunities and turn them into action independently
- You enjoy traveling and working internationally
- You have an affinity with sustainability and want to make a real impact
- You are curious and want to learn everything about the seaweed industry
- You can quickly acquire technical/scientific knowledge and translate it commercially

Furthermore:

- Minimum HBO working and thinking level
- Good command of the English language (Dutch is a strong advantage)
- Experience with online marketing
- Experience with CRM (preferably HubSpot) is a plus
- Experience in food/agri is an advantage

What do we offer?

- Salary indication: €5,500 - €6,000 (full-time) + bonus scheme
- 32-40 hours per week
- Plenty of room for own initiative and entrepreneurship

- Working in a fast-growing, international and impact-driven sector
- A young, driven and substantively strong team
- The opportunity to actively contribute to the future of sustainable food production

Why this role is unique

At Hortimare, you don't just work in sales or marketing. You help shape a new industry.

You'll be close to innovation, science and commerce – and you'll have the opportunity to make a real difference in how the world produces food and resources.

Interested?

Send your CV and cover letter to HRM@hortimare.com before 13-4-2026