



WILLOWS INGREDIENTS

Job Description

Sales Development Manager - Benelux Region

Advance your Career, Sell with Integrity, Grow with Willows Ingredients.

Location: Remote (Based in Benelux) with travel for customer visits, events, and meetings.

About Willows Ingredients

Willows Ingredients Ltd is a fast-growing European distributor of high-quality raw materials for the food, feed, sports nutrition, and supplement industries. Our portfolio spans amino acids, joint care ingredients, minerals, vitamins, botanicals, and functional ingredients, all backed by robust regulatory and quality assurance.

With operations across Ireland, the UK, and Europe, we've earned a reputation for reliability, integrity, and technical expertise. We are now strengthening our presence in the Benelux region and seeking an experienced sales professional with deep knowledge of functional and nutritional ingredients.

The Opportunity

This is not a generalist sales role — it is for someone who knows the ingredients business and thrives on developing long-term, consultative relationships. You will be responsible for identifying new opportunities across the Benelux nutrition and functional ingredients market.

You'll be backed by a strong internal team (Quality, Logistics, Purchasing, Finance, and Marketing) and a solid stock position across Europe.

Responsibilities:

- Develop and deliver a regional sales strategy that meets ambitious growth targets.
- Build relationships with customers in the food, feed, and nutrition sectors.
- Use your technical product knowledge to provide solutions and insights, not just prices.
- Identify new business and build relationships with key industry decision-makers.
- Collaborate closely with the Quality, Purchasing, and Operations teams to ensure customer satisfaction.
- Represent Willows Ingredients at key trade shows, exhibitions, and customer visits.
- Report regularly on sales activity, pipeline development, and market trends.

Requirements:

- Minimum 5 years' B2B sales experience in the *ingredients, nutraceuticals, feed, or food raw materials* industry — *this is essential*.
- In-depth understanding of ingredient applications and formulations.
- A strong professional network within Benelux food, feed, or supplement manufacturing.
- Proven record of achieving or exceeding sales targets.
- Fluent in English and at least one of Dutch, French, or German.
- Excellent communication, relationship-building, and negotiation skills.

- Self-motivated and capable of working remotely with strong organisational discipline.

Desireable

- Familiarity with CRM tools (Sage CRM preferred).
- Understanding of customs, logistics, or supply chain processes.
- Technical education in food science, chemistry, or life sciences.

What we offer

- Competitive salary and performance-based bonus.
- Company Car/Car Allowance
- Company Pension after your probation period.
- Personal Health Insurance after your probation
- Supportive, agile, and fast-decision environment.
- Flexible remote working with strong collaboration across Europe.
- Opportunities to influence growth in an expanding European business.
- Employee Assistance Programme

To Apply: Send your CV and cover letter to dflynn@willowsingredients.ie

Closing date for applications is 7th November 2025.

If you have the technical background, customer insight, and commercial drive, we'd love to hear from you.