



## **New Product Development Lead (Commercial Focus)**

**Location:** Amsterdam, Netherlands

**Employment Type:** Full-time

**Start Date:** As soon as possible or when suits

### **About Kelp Blue**

At Kelp Blue, we are dedicated to developing long-term solutions to restore marine ecosystems, sequester CO<sub>2</sub>, create sustainable products, and positively impact communities. We plant giant kelp forests globally and are experiencing rapid growth, just like our seaweed. We harvest and process the kelp into various sustainable products, including novel textiles, fucoidan, bioplastics and many others. With our production capacity expanding, we need a motivated team to drive the commercial expansion of these innovative products within various industries.

### **Job Overview**

As a New Product Development Lead at Kelp Blue, you will play a pivotal role in driving the commercial success of our new product lines, such as novel textiles, fucoidan, and bioplastics. This role is essential for developing and executing business strategies that enhance our market presence across multiple sectors. You will work closely with our headquarters to create and implement sales strategies, build a client portfolio, and leverage market opportunities to capture significant market share for these innovative products.

### **Key Responsibilities**

- **Commercial Strategy Development:** Collaborate with the Chief Revenue Officer (CRO) and Chief Science Officer (CSO) and the NPD team to develop and roll out commercial strategies tailored to various sectors, including but not limited to fashion, healthcare, and packaging.
- **New Product Introduction:** Lead the market introduction of new products such as bioleather, fucoidan, and bioplastics, ensuring successful market penetration.
- **Client Portfolio Development:** Identify and engage potential clients across diverse industries, including fashion designers, healthcare providers, and packaging companies.
- **Market Research:** Conduct thorough research to understand market trends, customer needs, and competitive landscape for new product lines.
- **Network Leveraging:** Utilize your existing network to build a robust pipeline of clients and opportunities.
- **Event Participation:** Represent Kelp Blue at relevant trade shows and events in the Netherlands and internationally to promote our products and generate leads.
- **KPI Management:** Meet and exceed sales targets and other performance metrics for new product lines.
- **Competitor Monitoring:** Monitor competitor activities, including product launches, marketing strategies, and industry partnerships, to identify potential threats and opportunities for differentiation.

- **Technical Collaboration:** Assist the technical team with literature research and identifying gaps and new technical areas to explore based on comparison with other complementary products on the market.
- **Marketing Collaboration:** Work with the marketing team to provide input into the product positioning, branding, and customer segmentation for marketing and product launch activities.

## Skills & Qualifications

- **Education:** Bachelor's degree in business, marketing, economics, biotechnology, or a related field. A master's degree in business is a plus.
- **Experience:** Minimum of 2-3 years of experience in market research, business development, or product management roles, preferably in biotechnology or related industries.
- **Sales Track Record:** Proven track record in sales, preferably in the agriculture or sustainable farming industry.
- **Industry Knowledge:** Preferably a good understanding of the agricultural sector. Knowledge of bio-stimulants and crop protection products is a plus.
- **Languages:** Fluent in your local language and English. Any other language is a plus.
- **Skills:** Excellent communication, negotiation, and presentation skills.
- **Independence:** Ability to work independently and remotely while maintaining a high level of productivity and accountability.
- **Technical Proficiency:** Proficiency in relevant software tools, CRM systems, Microsoft Office, and data analysis.
  
- **Personal Attributes:** A result-oriented mindset with a never-ending drive to achieve targets. Ability to communicate complex ideas and findings effectively to technical and non-technical audiences, including senior management and external stakeholders. Ability to thrive in a fast-paced, dynamic environment and effectively manage multiple priorities while maintaining a strong focus on sustainability and environmental stewardship. A strong interest in sustainability and environmental stewardship, with a commitment to driving positive social and environmental impact through innovative biotechnological solutions.

## How to Apply

If you are passionate about making a difference and fit the Kelp Blue profile, we would love to hear from you. Please send your CV and a cover letter to [newkelpies@kelp.blue](mailto:newkelpies@kelp.blue) with "**New Product Development Lead**" in the subject line. In your email, tell us about your alignment with our mission, what you can bring to the role, and why you are the perfect candidate for this position.

**Kelp Blue is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.**