WHY search
InPhocal

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INTERNATIONAL BUSINESS DEVELOPMENT MANAGER

Location: Eindhoven and travelling abroad
Kind of contract: Fulltime
Number of the vacancy: 26051

Job context

The ambition of inPhocal is: “We are not entering the market to follow it. We are here to change it.” To support this growth, inPhocal is looking for an experienced Business Development Manager – Global Beverage who can turn technological innovation into international commercial success. Your primary focus will be on developing new business with leading global beverage producers, including major international breweries and manufacturers of soft drinks and juices. You will engage with senior decision-makers, identify opportunities within existing and new production lines, and develop long-term partnerships with some of the world's largest beverage brands. Working closely with the technical team in Eindhoven and international OEM partners, you will translate the unique capabilities of inPhocal's technology into compelling business opportunities.

Are you an internationally experienced New Business sales professional with a strong track record in complex industrial B2B sales?

Then this could be the right position for you!

InPhocal develops, manufactures, installs and services its systems in-house, combining technological expertise with direct customer support. Its solutions are already operating in industrial production environments, and the company works with international partners. InPhocal is an innovative technology company and is setting with its patented laser technology new standards in industrial coding and marking. Its groundbreaking solutions enable manufacturers to apply complex codes and information to packaging at exceptionally high production speeds, overcoming the limitations of conventional marking technologies. With its technology already operating in industrial production environments, inPhocal is entering an exciting phase of international commercial expansion. The ambition is clear: to become a global innovation leader in beverage marking.

Do you enjoy opening doors at major global organisations and turning ambitious opportunities into successful partnerships? Then get to find out more of this position!

What you will do

As Business Development Manager – Global Beverage, you will play a key role in expanding inPhocal's international market presence. Your main responsibility will be to identify, develop and secure new business opportunities with leading global beverage producers and brand owners. You will focus particularly on Tier 1 organisations operating high-speed production lines. You will develop strategic

relationships with key decision-makers understanding their production environments, technical challenges and future requirements. By combining commercial insight with an understanding of industrial processes, you will demonstrate how inPhocal's laser marking technology can improve coding performance, production efficiency and flexibility. A significant part of your commercial activities will focus on identifying opportunities to integrate inPhocal's technology into existing production lines through retrofit projects. At the same time, you will explore opportunities involving new production lines. You will manage complex sales processes from initial prospecting and opportunity development through technical evaluations, demonstrations, pilot projects, negotiations and final commercial agreements. You will work closely with inPhocal's technical specialists in Eindhoven to evaluate customer requirements and ensure that commercial commitments can be successfully delivered. You will also collaborate with international partners to develop and implement new projects. In addition to generating new business, you will further develop existing customer relationships and identify opportunities for additional installations. You will maintain an active sales pipeline, monitor commercial progress and share relevant market developments, customer feedback and competitive insights with the Sales & Marketing team. As the international face of inPhocal within the beverage industry, you will regularly visit customers and prospects around the world and represent the company at international exhibitions and events. You will report directly to the Sales Director and have considerable freedom to develop your market and establish strategic relationships.

Who you are

You are an entrepreneurial and commercially driven professional who thrives in an international, technology-oriented environment. You have the confidence and experience to engage with senior decision-makers at major industrial organisations and navigate complex decision-making processes. With your proactive, hands-on approach and strong commercial awareness, you build trust, understand customer needs and turn opportunities into long-term partnerships. You are independent, persuasive and willing to challenge established thinking. Rather than simply pleasing others, you focus on building relationships and creating sustainable business opportunities. You confidently represent customer interests internally while balancing technical feasibility and commercial priorities. You communicate clearly, take ownership and engage constructively with customers and technical colleagues. You enjoy working in a growing organisation where not every process is fully established. You take initiative, embrace change and actively contribute to the company's international expansion.

Which qualifications are necessary:

- At least five years of successful international B2B sales experience, preferably involving technical capital equipment, industrial machinery or production technology.
- Proven experience developing new business and managing strategic relationships with major international Tier 1 customers.
- Experience within the Food & Beverage, packaging, industrial automation or machinery sectors.
- The ability to translate technical product advantages into clear commercial and operational value.
- Excellent communication, presentation, influencing and negotiation skills.
- Excellent command of written and spoken English.
- Willingness to travel internationally, including occasional travel at short notice.
- Experience working for international OEMs, machine manufacturers or suppliers of industrial technology is particularly relevant.

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What we will offer you

As International Business Developer at inPhocal you can account on:

- A challenging international business development position with considerable autonomy and responsibility in an innovative and entrepreneurial working environment.
- A competitive base salary, pension plan fully funded by the employer, performance-related bonus scheme and the opportunity to participate in an Employee Stock Option Program (ESOP).
- 8% holiday allowance.
- 25 annual leave days and approximately five additional collective days off.
- The possibility of a company lease car.
- Opportunities for professional development, training and personal coaching.
- The position is based in Eindhoven, with a strong emphasis on collaboration with the technical and commercial teams. The role combines office-based work with extensive international customer visits. Working from home is possible for up to one day per week, subject to agreement.

Get to know the company

InPhocal is an innovative Dutch technology company based in Eindhoven, specialising in advanced laser coding and marking solutions for industrial production environments. The company has developed patented technology featuring an exceptionally long depth of focus, enabling high-speed, high-precision marking on complex and curved surfaces without the need for continuous refocusing. This creates significant opportunities for manufacturers operating high-speed production lines, particularly within the global beverage industry. According to inPhocal, its technology can achieve marking speeds considerably higher than those of conventional alternatives, while also supporting complex data and coding requirements. This is increasingly relevant as manufacturers face growing demands for product identification, traceability and digital product information. The organisation focuses on three key market segments: packaging manufacturers, machine builders and OEMs, and international brand owners. With increasing demand for advanced coding solutions and the ongoing development of international traceability standards, inPhocal sees significant opportunities for further global expansion. The company's ambition goes beyond selling innovative equipment. It aims to establish a new standard in industrial laser marking and become a leading technology partner for manufacturers worldwide.

Excited about this vacancy?

If you are enthusiastic about this vacancy, you can contact Henk Westerduin h.westerduin@why-search.nl or 06 156 318 04 for more information.