

Key Account Manager Vegetable Seeds, UK and Scandinavia



Region: United Kingdom & Scandinavia

Location: Flexible [UK], employed through RAGT's UK organisation

Reporting to: Sales Manager, Van Waveren Saaten GmbH (Germany)

Travel: Approximately 30%, across the UK and Scandinavia

Closing date: 28th August 2026



Your main responsibilities

Key Account Management & Commercial Ownership

- Take full responsibility for revenue, margin, and sustainable growth in the UK and Scandinavia
- Manage, deepen, and expand relationships with key accounts in the frozen food and canning industries
- Lead annual contract and price negotiations with senior procurement and management stakeholders
- Establish long-term supply partnerships and secure our position as preferred variety partner
- Actively develop the fresh market segment in Scandinavia and open new customer structures

Strategic Market Development

- Develop and execute a regional market strategy aligned with our growth agenda
- Monitor markets, competitors, and acreage development; identify and convert growth opportunities
- Drive the introduction and positioning of new varieties in close cooperation with product management
- Help shape and strengthen our commercial structures in your region

Planning, Controlling & Reporting

- Own the annual sales planning and rolling forecasts for your region as input to seed production planning
- Monitor accounts receivable, payment terms, and commercial risk for your customer base
- Track performance against budget and deliver transparent, data-driven reporting to headquarters
- Provide reliable market intelligence to support portfolio and production decisions
- Set up, coordinate, and monitor the import of seed into the UK – including all required applications, permits, and phytosanitary documentation – in close cooperation with RAGT's UK organisation

Technical & Agronomic Leadership

- Plan, coordinate, and evaluate variety trials with customers and growers in your region
- Build strong working knowledge of varietal characteristics, agronomy, and industrial processing requirements
- Act as the technical-commercial interface between customers, product management, and breeding
- Support customers along the value chain – from variety selection to harvest quality

Your profile

- Degree in agricultural sciences, horticulture, agribusiness, or a comparable qualification – or equivalent experience gained in the field
- Several years of B2B key account or sales experience, ideally in seeds, vegetables, fresh produce, or food processing
- A commercially driven personality first and foremost
- Proven planning and controlling skills: forecasting, budgeting, margin management, and receivables discipline are part of how you run your accounts
- Experience with trials or agronomic customer support is a strong advantage
- Fluent English; a Scandinavian language is a plus
- Willingness to travel internationally

What sets you apart

- Entrepreneurial mindset – you take ownership, act with accountability, and are results-oriented
- High standards for yourself and the ambition to build something significantly bigger
- A confident, approachable communicator with strong intercultural competence
- Structured, resilient, and hands-on: you combine strategic thinking with disciplined execution
- Integrity and reliability – our customer relationships are built on trust earned over decades

Who We Are

Van WaverenSaaten GmbH (an RAGT Company) is the European market leader in the breeding and distribution of vining peas, with a strong and growing portfolio in green beans and sweetcorn.

From our headquarters in Germany, we supply leading processing companies – frozen food and canning industries – as well as fresh market customers across Europe and beyond. Our customer relationships go are built on varietal quality, reliability, and personal trust.

As a company of the RAGT Group, we combine the agility and market intimacy of a specialist with the breeding power, resources, and international network of one of Europe's leading seed groups. We are now entering a phase of substantial, structural expansion of our variety portfolio and market coverage across the EMEA region – and we are strengthening our commercial organisation to match.

What we offer

- A key role with an ambitious company, European leader in the seed industry
- Genuine ownership: your region, your accounts, your results – reporting directly to the Sales Manager
- A close-knit, experienced headquarters team that has your back: product management, breeding, seed production, and quality
- Independent working from a home office, with real decision-making latitude
- An attractive, performance-oriented compensation package and long-term development perspectives

How to apply

We would genuinely like to get to know you.

Please send your CV and a short cover letter, including your salary expectations to Frederik Fahrenholz (HR van WaverenSaaten GmbH) at Frederik.Fahrenholz@vanwaveren.de by 28th August.

If you have questions before applying, feel free to reach out informally.

All applications will be treated in strict confidence.