

# Head of Sales – Nordic to OSCAR A/S part of the Solina Group



PROUD MEMBER OF



Application Deadline:

30 May 2025

Contact person:

Martin Nielsen  
+45 81 22 81 80

*Puljon*

Location:

Industrivej 36  
4683 Rønnede

*Can you drive growth in a competitive market while leading with passion? Can you inspire your team, exceed targets, and turn challenges into exciting opportunities? Are you up for a real challenge in a fast-paced, high-impact role where strategy, relationships, and results come together?*

*Then, the position as Head of Sales – Nordic at OSCAR A/S might be just right for you!*



## About OSCAR A/S

OSCAR A/S produces high-quality products such as bouillons, sauces, and soups for professional cooking. It combines modern technology with expert craftsmanship to ensure all its products meet high standards. The dedicated team works closely to maintain adequate food safety and a quality-conscious production process.

As a result, they have become the preferred partner for professional food service customers, including restaurants, large-scale kitchens, and canteens.

OSCAR A/S currently operates factories in Finland and Rønnede, employing 140 staff. In Rønnede, approximately 80 employees are based, and this will also be where you, as Head of Sales – Nordic, will have your base.

In 2024, among other European and US acquisitions, OSCAR A/S became part of the Solina Group, which has 44 production sites, employs more than 4,000 people, and delivers its products to around 18,00 customers. Solina develops ingredient solutions for the food industry, food service, and catering and sells spices, marinades, and functional ingredients, generating an annual turnover of approximately €1,6 billion.

## About the job

As Head of Sales for the Nordic market, you will develop and implement sales strategies that drive revenue growth and market share for OSCAR A/S in Denmark, Finland, Norway, and Sweden. Moreover, you will be responsible for a large part of OSCAR A/S export business outside the Nordics. You will manage a dynamic team of approximately 20 professionals across the Nordics, develop new business opportunities, build strong relationships with key customers, and collaborate effectively with cross-functional teams to drive optimal results.

As Head of Sales – Nordic, you will be responsible for the following:

- Lead a team of approx. 20 people in Denmark, Sweden and Finland.
- Lead the monthly Sales Review Meeting.
- Ensure the achievement of agreed Nordic + Export targets/KPIs aligned with the Nordic market strategy.
- Set local sales objectives, priorities and execution plan.
- Define and implement channel strategies and business plans with marketing.
- Define and execute pricing and trading policy.
- Define commercial strategies for all major accounts.
- Define sales budget and tracking with Finance.
- Responsible for team leadership and building the appropriate structure to deliver results.
- Recruit, train and motivate the team.
- Define the annual training needs and give daily basis feedback and on-the-job training (negotiation, Business insight, coaching & feedback).

## About you

The foundation for your work is leadership (including leading change) and market and sales expertise. You should be comfortable with the challenge of leading cross-border teams and using motivation, cultural awareness, and effective communication to build strong relationships.

Your execution skills should be pivotal to everything else. You deliver on the approved sales strategy by motivating your team and obtaining the agreed-upon goals through them. Being capable of this is an essential and crucial part of your toolbox.

It comes naturally to you to drive performance, which means setting clear targets, tracking KPIs, and making data-driven decisions. Adaptability is essential in responding to market shifts and customer needs. Balancing strategy, leadership, and innovation is key to excelling in this high-impact role.

You will be a strong candidate if you agree to the above and can checkmark the bullet points below:

- Eight to ten years of experience in sales.
- Previous experience in the food service industry.
- Experienced leader, preferably with experience in leading and developing cross-border teams.
- Demonstrated capability to analyse sales trends.
- Manage senior-level customer relations and build and maintain a professional network.
- Capacity to understand marketing functions and processes.
- Fluent in English and one Nordic language (Danish or Swedish).

## What we offer

As Head of Sales – Nordic, you will have a key role at OSCAR A/S. This position is

central to the company's success. While you will naturally be a focal point for all sales-related matters, your work - along with that of your team - is essential to unlocking the company's full potential and ensuring future growth.

The position includes:

- Part of the management team with direct reference to the Managing Director of OSCAR A/S.
- A competitive salary package with an associated pension scheme and bonus.
- We anticipate that you will be located in Denmark/Sweden within reasonable driving distance from our main office in Rønnede, where you will work for at least two days per week.
- Some of your employees will be in Helsinki and Stockholm, and you may anticipate an approximate number of travel days equal to 20% in Denmark and Europe.

#### Interested?

Apply for the position by clicking the application button, where you can upload your CV and application. Landau Headhunting manages the recruitment process, and applications will be reviewed continuously. We reserve the right to invite candidates for interviews before the application deadline (28th of March 2025).

If you have any questions about the position, please contact Headhunter & Partner Martin Nielsen from Landau Headhunting at [mn@landauheadhunting.com](mailto:mn@landauheadhunting.com) or mobile at +45 8122 8180.



We look forward to hearing from you! Learn more about OSCAR A/S by following this link: [OSCAR A/S](#).