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European Head of Business Unit – Fleets (m/f/d)

Hiring organization
International Recruitment Company Germany GmbH

Employment Type
Full-time

Description
Our client is a joint venture of leading commercial vehicle suppliers. As the system headquarter, they offer their network partners expert maintenance and repair services across all established brands in the commercial vehicle business.

For the setup and further development of the business we are looking for a

European Head of Business Unit – Fleets (m/f/d)

Location: Depending on your preferences. One of our client's locations in Europe.

Responsibilities

Role Mission

Establish and lead the European Fleet Business Unit, developing a profitable and scalable service ecosystem that connects heavy-duty fleet operators with the workshop network and enables efficient management of fleet maintenance and repair needs.

Key Responsibilities

- Define and execute the strategy, business plan and operating model for the European Fleet Business Unit, with full P&L accountability.
- Develop the commercial, operations and remuneration model, ensuring sustainable growth, profitability and disciplined investment decisions.
- Identify, acquire and develop national and international fleet customers and strategic partnerships.
- Shape and continuously enhance the fleet value proposition and service portfolio based on customer needs, market trends and technological developments.
- Shape and continuously enhance a consistent European customer experience for fleet customers.
- Design the core business processes and supporting transaction platform to enable fleets to manage, steer and monitor maintenance and repair activities with workshop partners.
- Ensure the integration of the fleet platform and related processes into the companys IT and operational landscape.
- Work with Country Managers to build and retain a suitable workshop partner base across relevant markets and connect it effectively with fleet demand.
- Build, lead and develop a high-performing Fleet Business Team in priority markets, in line with the approved budget and business plan.
- Translate strategy into measurable milestones, KPIs and accountable action plans, regularly monitoring business performance.

Qualifications

Key Competencies

- **Entrepreneurial leadership:** Proven ability to build a business unit, product, channel or organisation from the ground up and to operate effectively in an evolving environment.
- **Fleet industry expertise:** Strong understanding of heavy-duty fleet operators, transport companies, rental providers, OEMs, workshops and fleet management companies.
- **Customer and market insight:** Ability to understand economic and operational pain points, buying centres and market dynamics and translate them into a compelling proposition.
- **Strategic business development:** Track record in market segmentation, value proposition design, business modelling, go-to-market strategy and competitive positioning.
- **Commercial leadership:** Strong B2B sales, negotiation, partnership development and customer relationship management capabilities.
- **Execution discipline:** Ability to convert strategy into milestones, KPIs and measurable results.
- **Financial acumen:** Solid command of revenue, contribution margin, CAPEX, cash flow and ROI-based investment decisions.
- **People leadership:** Ability to recruit, develop and lead a high-calibre team and establish a performance-oriented culture.

Language Requirements

- English proficiency at C1 level or above is required.
- Fluency in at least one additional European language is required
- Some proficiency in German, Spanish, Polish, Italian or French is desirable

Contacts
If you are interested in this position, please send us your application including your salary expectations and your earliest possible start date.

The contact person for this position is Mr. Feichtmeier: ffeichtmeier@ircgmbh.de