

For one of their clients BDO is looking for a

Chief Commercial Officer (CCO)

Sint Maarten Telecommunication Holding N.V. (TelEm)

Apply now



We are seeking an innovative and results-driven leader to join the team as the Chief Commercial Officer (CCO). TelEm vision is to enable a future where Sint Maarten thrives through digital solutions. TelEm, the leading telecommunications provider in Sint Maarten is committed to exceeding customer expectations by delivering innovative and sustainable digital services accessible to all.

ROLE SUMMARY

The Chief Commercial Officer (CCO) will play a pivotal role in driving TelEm's commercial success by leading the company's marketing, sales, and customer experience strategies. The CCO is responsible for developing and executing a comprehensive commercial strategy that aligns with TelEm's digital transformation goals. This role involves overseeing the Commercial Division, driving revenue growth, enhancing customer acquisition and retention, and ensuring TelEm's competitive position in the market.

The CCO is a member of the Managing Board of TelEm, which consists of 5 members: the CEO, CFO, CCO, Director Technical, and Director People & Culture. The CCO's direct reports are the Heads of Customer Experience, Marketing, and Sales. The CCO is required to embody and promote the desired company culture while uniting and maintaining cohesion within the leadership team.

KEY RESPONSIBILITIES

Strategic Vision and Planning

- Develop and execute a comprehensive commercial strategy aligned with digital transformation and market expansion goals.
- Identify market opportunities to drive revenue and margin growth.

Customer Experience Enhancement

- Implement customer-centric strategies to deliver exceptional digital experiences.
- Use data analytics to understand customer behavior and improve satisfaction.

Financial Performance

- Oversee sales and marketing activities to achieve revenue targets and optimize cost structures.
- Manage the marketing budget and ensure effective resource allocation.

Digital Transformation Leadership

- Integrate digital technologies into commercial strategies to enhance engagement and operations.
- Promote a culture of innovation, collaboration, and accountability.

Product and Service Innovation

- Lead the development and launch of innovative digital products and services.
- Manage the product lifecycle, from ideation to market introduction.

Partnership Development

- Build strategic partnerships to enhance digital capabilities and expand market reach.
- Explore new business opportunities through partnerships, joint ventures, and acquisitions.

Brand Management

- Execute brand strategies to enhance visibility and market position.
- Manage communication channels and social media presence.

Risk Management and Compliance

- Ensure compliance with regulatory requirements and industry standards.
- Implement risk management strategies to mitigate potential threats.

Sales and Distribution Management

- Oversee sales channels for effective market penetration.
- Develop sales strategies to achieve revenue targets across diverse segments.

Team Leadership and Development

- Recruit, train, and lead a high-performing sales and marketing team.
- Foster a collaborative and results-driven work environment.

QUALIFICATIONS

- Master's degree in Business Administration, Information Technology, Engineering, or a related field. Certifications in Digital Marketing, Data Analytics, or relevant areas are a plus.
- Extensive leadership experience in a senior commercial role, preferably within the telecommunications industry.
- Strong commercial, digital, and financial acumen with a proven track record of driving revenue growth and market expansion.
- Excellent management and organizational skills, with the ability to lead high-performing teams.
- Fluent in English; proficiency in Dutch is preferred.

KEY COMPETENCIES

- Visionary leadership with strategic thinking and communication, fostering collaboration and accountability.
- Strong, confident leader with vision and authority, fostering trust, focus, accountability, talent development and succession planning.

- Translates urgency into action with excellent business acumen, analytical and management skills.
- Confident, adaptable, and persuasive communicator with exceptional interpersonal abilities.
- Entrepreneurial mindset, effective influencer and negotiator turning strategy into results.
- Adaptable decision-maker with emotional intelligence, ensuring regulatory compliance.
- Digital savvy, leveraging technologies for growth, innovation, and continuous improvement.
- Foresees market trends and integrates digital strategies.

TERMS OF THE OFFER

- The position is offered on a Performance-Based Service Contract of up to five years, with the possibility of renewal based on achieved performance.
- Remuneration is competitive and will be negotiated with the successful candidate.
- The position may require occasional travel to attend meetings, conferences, and site visits.

APPLICATION PROCESS

If you are a dynamic and strategic leader with a passion for telecommunication and a track record of executive success, we invite you to apply for this exciting opportunity. Please submit your resume and a cover letter by **September 30, 2024** to:

BDO Dutch Caribbean

E-mail: applications@bdo.cw

Reference: **Application for CCO of TelEm**

All applications should be submitted along with the following documents:

- Cover letter with short motivation;
- Updated Curriculum Vitae;
- Certified copies of all academic transcripts, professional membership qualifications, and certifications;
- Names of three referees, two of whom have closely supervised your performance at work during the last 5-10 years.

Note

- A clean police record and a comprehensive assessment are mandatory for the selection process.
- The application process includes an official background screening relevant to the function.
- Only candidates shortlisted will be contacted for interviews.