



POSITION TITLE: UK Commercial Director

LOCATION: Thetford, Norfolk

REPORTS TO: Group Commercial Director, located in The Netherlands

THE BUSINESS

Rioned is the European market leader in drain cleaning and jetting equipment. We manage the full lifecycle in-house—from engineering and product design to sales, after-sales service, and machine rentals.

Our UK operation is based in Thetford, Norfolk, with a sister company in Keighley, West Yorkshire. With a team of just 30 employees across both sites, we operate with agility, strong collaboration, and a hands-on approach from everyone, regardless of title.

Over the past five years, we have achieved record-breaking year-on-year growth in the UK—thanks to our high-spec products and exceptional people. This is the foundation of our continued success.

We are seeking an experienced and strategic Commercial Director to lead the commercial function and drive sustained revenue growth in the UK. This individual will work closely with the UK F&O Director and the executive leadership team in The Netherlands, to shape the commercial vision, expand customer relationships, and capitalise on emerging market opportunities

RESPONSIBILITIES AND DUTIES

Sales & Market growth

- Design and deliver a robust commercial/sales strategy ensuring sales growth and market share through existing and new customers aligned with short-term and long-term objectives.
- Identify new revenue streams and develop growth initiatives across product channels.
- Drive contract negotiations, pricing strategies and commercial terms with customers, trade partners, and distributors, to ensure desired profitability.
- Drive sales across new high specification products and new routes to market.

Team Leadership & Development

- Directly lead and mentor the sales team.
- Collaborate with other departments (e.g. Marketing, Operations, Engineering, Customer Service or Finance in both the UK as in The Netherlands) to support company goals and operational efficiency.

Commercial Strategy

- Develop and enforce robust commercial policies including pricing, terms, and customer engagement protocols.
- Monitor and report on competitive landscape and market trends to influence strategic direction.
- Establish strong relationships with corporate, key clients, stakeholders and industry partners.
- Foster a culture of commercial and financial discipline and accountability across the organisation.
- Represent the business at industry events and maintain senior-level relationships with key customers and stakeholders.
- Contribute to product and market development strategy alongside the innovation team.

- Liaise and work with key stakeholders within the larger corporate business.

KEY COMPETENCIES

- Excellent leadership, communication and interpersonal skills
- Strategic thinking and decision-making
- Leadership and team management
- Financial acumen and budget management
- Negotiation and influencing skills
- High level of integrity and commitment to transparency
- Ability to operate at both strategic and operational levels
- Resilient and adaptable in a fast-paced, changing environment
- Be comfortable working as part of a team and autonomously.

QUALIFICATIONS / EXPERIENCE

- Proven experience as Commercial Director/Sales Director or similar
- Extensive experience (ideally 10+ years) in the water utilities or industrial equipment sector
- Demonstrated ability to develop and execute successful commercial strategies
- Excellent presenting/reporting skills including the use of CRMs
- Good attention to detail.
- Experience with Microsoft D365 is desirable.
- Willingness to travel extensively across the UK, to the company's headquarters in the Netherlands on a regular basis, and to international trade exhibitions as required.