

Sales and Marketing Coordinator

From Awareness to Qualified Leads Build and Scale Quantified's Commercial Growth Engine

About Quantified Sensor Technology

Quantified Sensor Technology is a Dutch AgTech scale-up based in Leiden developing wireless IoT sensor and automation solutions for greenhouses. With more than 1,500 sensors active across 17 countries, Quantified enables growers to measure, automate, and optimise water-, energy,- and nutrient-consumption in both high-tech and low-tech greenhouse environments.

The company is now entering its next growth phase: expanding into Mediterranean region and Mexico by strengthening its distributor network, and building a consistent pipeline of qualified leads.

Position summary

We are looking for a hands-on Digital Sales & Marketing Consultant who can design and implement Quantified's commercial growth engine. The focus is on generating high-quality inbound leads, nurturing distributor relationships, and increasing the conversion from first contact to tangible sales opportunities. (mag hier nog iets bij over meer verkoop bij bestaande klanten?)

This role can be shaped in three ways depending on the candidate's background:

- Strengthen and professionalise the sales route by building and converting a qualified pipeline.
- Elevate marketing and digital outreach, increasing brand visibility and inbound demand.
- Combine both disciplines by acting as a commercial strategist who bridges sales and marketing.

Key Responsibilities

- Build and execute a digital lead-generation strategy targeting customers, distributors and AgTech partners across the Mediterranean region and Mexico.
- Translate product benefits into clear, market-specific value propositions and online campaigns.
- Engage with (potential) customers before, during, and after key trade fairs and industry events.
- Optimise CRM and sales funnels to track, qualify, and convert incoming leads.
- Work closely with the founders to align marketing, distributor activation, and direct sales.
- Introduce best practices in digital sales operations from email automation to campaign tracking.

Profile We Are Looking For

- Experience in (AgTech) horticulture, or related sectors, ideally with exposure to greenhouse construction/installation/automation or inputs (i.e. seed, substrates).
- Proven track record in digital lead generation, B2B sales, or marketing.
- Strong understanding of how to turn visibility into qualified commercial opportunities.
- Fluent in English; Spanish or Dutch is a strong advantage.
- Independent, analytical, and entrepreneurial mindset able to move from idea to action quickly.

Personality Traits

- Structured, proactive, and commercially driven.
- Curious and creative in connecting technical innovation with customer needs.
- Comfortable working in a small, ambitious team where strategy and execution go hand in hand.

What We Offer

- The opportunity to directly shape Quantified's go-to-market strategy.
- Flexible, hybrid working with strong collaboration from the Leiden HQ.
- A chance to turn a proven AgTech innovation into a recognised market brand.

Interested?

If you can bring both structure and creativity to Quantified's commercial scaling, get in touch with Jord Teeuwen, Managing Partner at QTC Recruitment j.teeuwen@qtcruitment.com