

Commercial Leader

From Proven Technology to International Scale Drive Quantified's Commercial Expansion Across Europe and Latin America

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.

Assignment Summary

We are looking for a Commercial Executive who can combine strategic vision with a hands-on approach to lead Quantified's international expansion. You will focus on opening key markets, building distribution networks, and structuring the company's sales and marketing engine for scalable growth. For the right candidate, this position will naturally evolve into a Chief Commercial Officer (CCO) role as Quantified strengthens its market presence.

Key Responsibilities

- Develop and execute a clear commercial strategy to expand Quantified's footprint across Europe (with focus on Mediterranean) and Latin America.
- Identify and build commercial partnerships with distributors, seed companies, and greenhouse technology providers in target regions.
- Design and implement a structured approach to lead generation, partner enablement, and market activation.
- Engage directly with early customers and distributors to support successful onboarding and recurring adoption.
- Represent Quantified at industry events and trade fairs across Europe and Latin America, building visibility and market trust.
- Collaborate closely with the founding team to align go-to-market strategy, pricing, and product positioning.
- Set up data-driven commercial processes, introducing CRM discipline and clear performance tracking.

Profile We Are Looking For:

- Proven experience in international business development, commercial management, or partnerships within AgTech, horticulture, or precision agriculture.
- Understanding of the greenhouse, seed, and agri-distribution ecosystems, including key

players and market dynamics.

- Strong cross-cultural communication skills and ability to navigate both European and Latin American markets.
- Fluent in English. Spanish big plus.
- Entrepreneurial, pragmatic, and growth-oriented capable of building commercial structures from the ground up.

Personality Traits

- Commercially strategic but execution-driven able to move between boardroom and field.
- Collaborative and people-focused thrives on building trust with distributors and customers.
- Adaptive and internationally minded comfortable operating across diverse markets and cultures.
- Ambitious and accountable motivated by measurable impact and long-term growth.

What We Offer

- A key role in leading Quantified's international commercial expansion.
- Direct involvement in building partnerships and go-to-market strategies across Europe and Latin America.
- For the right candidate, a clear trajectory towards the Chief Commercial Officer (CCO) role.
- A mission-driven, innovation-focused environment with high visibility and autonomy.
- Base in Leiden (NL) with international travel to core growth regions.

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 at QTC Recruitment j.teeuwen@qtcruitment.com