



Commercial Director

The Role

We are seeking a highly skilled and dynamic Commercial Director to lead our global commercial strategy, business development, and revenue growth initiatives within our licensing business model. This role is pivotal in developing a high performing team, driving partnerships, identifying growth opportunities, and maximising revenue through our licensing partners. The ideal candidate will have a strong commercial background in pipeline management, revenue delivery, sales and relationship management, preferably within a licensing environment, and with experience of Xampla's applications and end user brands.

Key Responsibilities:

Strategic Planning and Leadership:

- Develop and execute a comprehensive commercial strategy that aligns with business goals, value chains and market dynamics.
- Provide strategic insights on industry trends, competitor activity, and brand and consumer demand to inform commercial strategies and revenue opportunities.
- Set and achieve ambitious revenue targets through licensing agreements, downstream partnerships, and new business ventures.

Partnership Management:

- Identify, negotiate, and secure new licensing opportunities to expand the company's portfolio and global market presence.
- Build, manage, and maintain strategic relationships with licensees, indirect customers and brands, and other key stakeholders to maximise business opportunities and partnerships.
- Develop customised business proposals, presentations and other customer facing documents for potential partners and existing clients, demonstrating the value of the company's brand, offering and assets.
- Overall ownership of the sales and business development processes, metrics, controls and deliverables aligned with the growth targets of the business.
- Build strong awareness of customer needs and requirements, and build these into business proposals.

Revenue Optimisation and Financial Management:

- Lead revenue forecasting, budgeting, and financial planning for all licensing and commercial activities.
- Own the building, tracking and regular clear, focused and visible communication of the commercial pipeline to ensure financial performance targets are achieved, and ensuring alignment with licence partners.
- Define and monitor KPIs to track performance against agreed targets. Analyse performance data to identify revenue growth opportunities, and implement corrective actions where necessary to meet targets.

Cross-Functional Collaboration:

- Collaborate closely with marketing, product development, legal, and finance teams to ensure cohesive execution of commercial initiatives, in line with the wider business and departmental strategies.
- Coordinate with legal teams to review and manage all licensing agreements, ensuring compliance with legal and regulatory requirements.
- Facilitate communication between commercial requirements and product development and marketing initiatives.
- As a member of the senior leadership team, provide input into wider business initiatives.
- Support investor discussions for future fundraising rounds.

High Impact Communication

- Attend Board Meetings to present commercial updates.
- Present at conferences and events.
- Participate in media activities.

Market Analysis and Risk Management:

- Conduct market research and stay informed of market trends and industry updates to assess potential new business opportunities. Apply market trends and competitor analysis to the commercial and wider business strategies.
- Evaluate business risks and rewards associated with new market entries, partnerships, and licensing deals.
- Regularly assess and refine strategies to mitigate risks, ensure compliance, and maximise growth.

Team Leadership and Development:

- Lead, mentor, and develop a global, high-performing commercial team.
- Foster a collaborative and results-oriented team culture that encourages innovation and accountability.

Candidate Experience

Our ideal candidate has experience of working within a licencing business and a wealth of understanding of the packaging industry, securing key contacts and building strategic relationships.

The Commercial Director should have:

- Proven track record in a senior commercial role, preferably with experience and understanding of Xampla's applications and end user brands.
- A Bachelor's degree (or equivalent) in Business, Marketing, or a related field, or the equivalent in skills and experience.
- Strong technical aptitude and an ability to understand and communicate technical information.
- Proven ability to develop and implement successful commercial strategies, ideally within a licensing business model.
- Strong negotiation and relationship management skills, with a track record of closing complex licensing deals.
- In-depth understanding of licensing agreements, royalty structures, and brand management principles.
- Strong financial acumen and experience in budgeting, forecasting, and revenue optimisation.
- Experience in pipeline and CRM management.
- Excellent communication and presentation skills, with an ability to convey complex information to both technical and non-technical audiences.

- Leadership skills with a history of building and motivating high-performing teams.
- Strong interpersonal skills
- Strong communication skills (written, verbal and presentation)
- Energetic, self-motivated and action oriented.
- Will involve national and international travel.

Package

- Salary competitive dependant on experience
- Share options in a fast-growing Cambridge start-up
- Competitive pension scheme
- Life assurance
- Generous holiday package
- Flexible working options
- Private medical cover
- Training and development package

Why Join Xampla?

This is an impactful role at the forefront of driving growth and expansion within a dynamic, fast-paced environment, working with a team dedicated to creativity, innovation, and market leadership. In this role, you have the opportunity to shape and lead a critical function and impact our commercial strategy.