



TotalEnergies Corbion

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**Vacancy title:** Global Marketing Director

**Department:** Marketing

**Location:** Hybrid

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## We're hiring! Are you our new Global Marketing Director?

TotalEnergies Corbion is a global technology leader in bioplastics, specifically Poly Lactic Acid, so called PLA. Our PLA products offer a 75% reduction in carbon footprint compared to fossil-based plastics! Our core belief is that our Luminy® PLA bioplastics can have a real and meaningful impact toward **creating a better planet for current and future generations**.

Our core values are Safety, Integrity, Ambition, and We enable others to do good. And we act like it. In addition, we actively embrace diversity in how we work together and contribute towards our shared objectives and values. By joining TotalEnergies Corbion, you will become an employee in a company where you can feel pride of your achievements and develop your career with global prospects.

### What is the purpose of the job?

As Global Marketing Director you will provide leadership, vision and strategic direction for the marketing function across the areas of segmentation, product management, communications, public affairs positioning and regulatory/sustainability activities in terms of PLA usage. You will be an instrumental leader in the senior executive team, ensuring the marketing activities are well-positioned and enacted to support the strategic growth objectives of the business.

### What are the requirements for this role?

- Master's level business degree qualification with marketing specialization and up-to-date knowledge in the latest marketing techniques.
- Senior level marketer in an international fast paced manufacturing environment that is linked to polymers, bioplastics, FMCG and/or packaging.
- Experience of engaging with the complete value chain and in particular influencing brand owner decisions, working in partnership with key stakeholders to develop a market-led innovation strategy.
- Thorough understanding of B2B marketing concepts (e.g. value proposition, marketing mix, market segmentation, product positioning).
- Track record of developing B2B brand identity, change management and market segmentation strategies to facilitate growth opportunities.
- Capabilities in working with an SME that is targeting high growth (e.g. 'act fast and think on feet').
- Asia is a key target market and therefore a candidate who has an interest/experience of working in this region particularly of interest.

Most importantly, you like to work in an international environment where you need to be cultural aware, proactive and decisive. You also possess strong analytical skills and can communicate with different layers in the organization to realize your ambitious goals.

### **Who are we and what do we offer you?**

Of course, we offer competitive remuneration and benefits. You will be part of our Global Leadership team and work together with a group of 30 colleagues in our office. Our company is made up of talented, dedicated people – people who share a purpose and a vision.

*Our employees are passionate about what they do: they are experts in their field, eager to develop for the future and motivated by developing sustainable solutions.  
Our leaders are our role models, they guide us the way to sustainable innovation by expressing our core values and competencies.*

We offer you a global fast-growing company with a mission to create a better planet for current and future generations:

- Culture to empower people and where your initiatives and ideas make a real difference.
- International focus with truly diverse teams.
- Friendly & informal culture in a demanding professional environment.

### **Interested? Get in touch!**

We are looking for the best match from both sides. This process starts by submitting your resume and cover letter to [Tessa Blok, our HR manager](mailto:tessa.blok@totalenergies-corbion.com) ([tessa.blok@totalenergies-corbion.com](mailto:tessa.blok@totalenergies-corbion.com)) and we will guide you through the rest of the process.