

SALES DIRECTOR

Sweden

If you are capable of taking on a senior commercial leadership role with great responsibility, strong collaboration, and ambitious growth objectives, you may be the one to lead as Sales Director for the franchisees in Sweden and help shape the future of HTH.

As Sales Director Sweden, you will hold overall P&L responsibility for both B2B and B2C in a central role with strategic leadership responsibility. You will also become part of HTH's management team with direct report to the Executive Vice President of HTH.

In close collaboration with the franchisees, you will ensure that the company's strategic transformation and objectives are established and executed. You will be the driving force in strengthening HTH's market position in Sweden, where you will lead strategic initiatives, cost optimization, and campaigns that promote sales. Your responsibilities include follow-up on KPIs, forecasts, and local market needs, as well as the development of local business plans in cooperation with each individual franchisee. This includes responsibility for annual business plans and joint kickoffs for the franchisees.

As Sales Director Sweden, you will assist in the negotiation and establishment of new franchise agreements in close collaboration with the rest of the management team. In this role, it is your responsibility to ensure the right competencies and structures that will strengthen HTH both today and in the future.

We expect you to be a commercial leader with substantial experience in sales management – if you have experience with franchise-driven companies or chain operations, it is an advantage.

You have experience in sales budgeting and P&L responsibility, leadership of larger sales organisations, as well as creating a performance culture with a focus on growth and, not least, high customer satisfaction.

You are capable of combining strategic thinking with hands-on leadership and have the ability to create engagement, results, and collaboration. You are a skilled communicator, and as a person, you are motivated by driving sales development and growth.

We expect you to have a relevant higher education degree.

Your primary workplace will be in Stockholm.

Send your comprehensive CV to Laigaard Executive Search at cv@laigaard.com job ID 56249. We will treat your inquiry confidentially and will only share your information with your consent.

For further information, feel free to contact Claus Laigaard at mobile number +45 40798190 or Mads Jakobsen at +45 22162404.



HTH is making strategic investments in growth and transformation with a focus on strengthening its presence in each individual country. This approach ensures that every franchisee receives increased local support across all aspects, contributing to the development of both the individual business and the brand as a whole.

HTH's international headquarters is newly built and located in Aarhus, Denmark.

The logo for Nobia, featuring the word 'nobia' in a bold, lowercase, red, sans-serif font.

Nobia is Europe's leading kitchen specialist. Every week we meet more than 60,000 customers and deliver over 10,000 kitchens. HTH www.hth.dk is owned by Nobia AB www.nobia.com which is listed on the Stockholm Stock Exchange. HTH, which is Nobia's largest standalone Nordic brand, is represented in five Nordic countries.