

Head of Sales (gn) Independent Partner Acquisition

Stellenanbieter: Too Good To Go GmbH

At Too Good To Go, we dream of a planet with no food waste.

We dream of a future where everyone – from producers, retailers and hospitality, to consumers and policymakers – comes together to be part of the solution.

In just a few short years, we've become one of Europe's most exciting and impactful businesses. We're currently operating in 19 countries and have built a community of over 120 million people.

But we're only just getting started. We have bold plans to make the world a better place – one saved meal at a time. To help drive our mission forward across Germany, we're now looking for a highly motivated and experienced

Head of Sales (gn)

to lead and grow our Sales Teams acquiring small and medium-sized businesses primarily over the phone and to join us in the fight against food waste!

If you want to be part of a fantastic team and are looking for a role with real purpose, read on.

Location: Berlin

Your Mission:

As Head of Sales, you will own the Independent Partner Sales function in Germany, leading regionally distributed teams focused on acquiring SMB partners – primarily via phone-based outreach, supported by occasional field visits when needed.

Reporting to the Country Director and as part of the local Management Team, you'll play a key role in expanding our partner network. You'll set strategic direction, ensure alignment with growth targets, and empower your teams to drive strong, scalable performance.

You'll inherit a motivated, high-performing Sales Team with the goal of further developing,

structuring, and empowering them, while also fostering collaboration between markets.

Your Role

Team Leadership

- You lead, develop, and inspire a team of ~6 Team Leads and their Sales Representatives (approx. 45 FTE total) focused on calling SMBs across Germany.
- You create a performance-driven, metrics-based sales culture - that is focused on results, operational excellence, and continuous development.
- Drawing on your strong knowledge of negotiation and scalable sales model you coach and empower your Team Leads and support their leadership growth through clear KPIs, structured performance management, and a collaborative team culture.
- You set clear expectations for ownership, and drive ongoing process improvements that contribute significantly to revenue growth with your team.
- You'll evolve existing successful teams into a scalable, results-oriented Sales-organisation that consistently meets and exceeds ambitious targets.
- You drive recruitment, onboarding, and capability-building initiatives to continually raise the bar on Sales excellence
- As part of the senior leadership team, you'll actively contribute to strategic decisions, bring entrepreneurial thinking to the table, and positively influence the wider business.

Strategy, Partner Relationships & Accountability

- You own the entire new partner acquisition funnel – from lead generation and qualification to conversion, with a strong emphasis on phone-based acquisition.
- Your goal is to increase market penetration and ensure sustainable growth through a structured, data-driven approach.
- Reporting directly into the Country Director and working closely with the global teams, you'll develop strategic growth levers, translate these into actionable goals and initiatives, and take direct responsibility for the revenue, budget and performance of your function.
- You'll ensure that global best practices and data-driven improvements are effectively localised, positioning your team as a key driver of sustainable growth across Germany.

What we're looking for

- You bring deep experience in leading and scaling high-performing Sales teams in Germany, ideally within a fast-paced, KPI-driven global marketplace or platform business environment.
- You have a strong track record in acquiring and growing preferably Food/FMCG accounts in the German market and understand how to win partners, especially via telephone.
- You know how to motivate teams to consistently meet or exceed ambitious targets.
- You're confident in stakeholder management and navigating matrix structures, and

you're a people-focused leader who understands both scale-up dynamics and remote leadership.

- You work with KPIs to measure outcomes and drive strategy implementation.
- You're confident with numbers and experienced in sales tools – ideally Salesforce.
- You're a clear communicator who can translate ideas into action and define tangible goals.
- You're a strategic thinker and a hands-on leader: you know when to zoom into the detail and when to take a step back and look at the bigger picture.
- You analyse market trends, processes and performance, draw data-based conclusions and make decisive, growth-enabling choices.
- You are fluent in German and English
- You deeply align with our mission, live and breathe sustainability, and are looking for a role where you can truly make a difference, one meal at a time.

What we offer

- Discounted memberships for Urban Sports Club or a monthly HRmony Voucher.
- Flexible trust-based working hours with the freedom to plan your own schedule.
- Hybrid work.
- Support for job-related further education and individual development opportunities through our own Learning & Development program.
- Financial support for company pension plans.
- Work equipment: MacBook + iPhone.
- Vacation: 30 days
- We foster an active feedback and learning culture with open and honest communication.
- Our Shareback program: You get three fully paid workdays for volunteering in food-saving initiatives.
- A comprehensive and structured onboarding at our Berlin office.
- Join us in saving surprise bags—your first 10 are on us!

Our Values

- We win together
- We raise the bar
- We keep it simple
- We build a legacy
- We care

How to apply

- We take recruitment very seriously, so please carefully read everything we have written above. Please also check our website and international media in order to get a good overview of Too Good To Go

- Submit your CV and Cover letter in English.

A Movement for Everyone

We want to inspire and empower everyone to fight food waste together. With that mission, it's only natural that we want to build a diverse and inclusive team of highly capable individuals who are passionate about doing things in a better way. We strongly believe we all excel and are more creative when we're allowed to be ourselves, and we're committed to a culture where all of us belong.

We are an equal opportunity employer and all employment is decided on the basis of qualifications, merit and business need. If you need reasonable accommodation at any point in the application or interview process, please let us know.

- **Arbeitszeit:** Vollzeit

Einsatzort: 10997 Berlin / hybrid, Deutschland

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Online-Bewerbung:

https://job-boards.greenhouse.io/toogoodtogo/jobs/6644545003?gh_src=7x3ymvcl3us

Ursprünglich veröffentlicht: 15.07.2025

greenjobs.de-Adresse dieses Stellenangebots: <https://www.greenjobs.de/a100146407>