



Job Title: **Head of Sales (Defense & Security)**  
Job ID: S705  
Company: Robin Radar  
Location: Den Haag (Netherlands)  
Industry: Defense & Security  
Job Type: Full-time

We are looking for an accomplished and dynamic Head of Sales with a proven track record in international sales leadership, particularly in the defense and security sectors. This role is a key driver of Robin Radar's continued expansion and will play a pivotal role in executing the Go-to-Market strategy.

Robin Radar Systems is a Netherlands-based technology leader specializing in drone and bird detection radars. With a strong international presence and rapid growth, Robin is at the forefront of the CUAS market, delivering cutting-edge radar solutions to governments, security agencies, and critical infrastructure worldwide.

### **Role Overview**

As Head of Defence & Security Sales, you will lead Robin's largest sales segment, reporting directly to the CCO. You will be responsible for driving business growth, leading a high-performing sales team, and expanding the influence in global markets (excluding North America).

You will work closely with marketing, bid management, and technical sales teams to optimize sales strategies, develop key partnerships, and enhance customer engagement.

### **Key Responsibilities**

- Strategic Leadership: Implement and execute a Go-to-Market strategy for Defence & Security customers and partners.
- Sales Performance: Meet or exceed revenue targets, focusing on data-driven funnel management (KPIs) to improve sales efficiency.
- Team Management: Lead and expand a high-performing sales team of five, ensuring strong talent development, retention, and collaboration.
- Market Development: Strengthen direct and partner sales strategies, navigating the complexities of international defense procurement.
- Brand Representation: Act as Robin Radar's key ambassador to customers, technology partners, and global distribution channels.



### **Key Qualifications**

- 12+ years of international sales experience, with at least 5 years in a leadership role.
- Proven success working with governmental and military clients.
- Strong background in managing defense/security-focused sales teams and partner networks.
- Experience in high-tech industries (radar, CUAS, defense systems, or similar fields).
- Excellent strategic thinking, problem-solving, and negotiation skills.
- Ability to communicate complex technology to both technical and non-technical stakeholders.
- Fluent in English (Dutch or other languages are a plus).
- Willingness to travel internationally.

### **What's in It for You?**

- A leadership role in a fast-growing, Great Place to Work® certified company.
- Work with an international team (30+ nationalities) in a highly dynamic and innovative environment.
- Comprehensive benefits package: pension scheme, 25 vacation days.
- Career growth opportunities within an ambitious scale-up company.

**Apply IMMEDIATELY with your CV – Exclusively via Sterling & Holmes executive search**

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