

# Digital Business Transformation Lead – Europe

*Would you like to take the lead in turning business opportunities into digital solutions that create measurable commercial impact?*

As Digital Business Transformation Lead, you will help execute Hartmann's European commercial strategy by identifying, shaping and delivering digital initiatives that improve customer experience and commercial efficiency. Reporting to the Commercial Excellence Director, Europe, you will work across markets and functions to turn business needs into practical solutions with measurable impact.

You will own the business side of agreed initiatives from discovery and concept development through implementation, adoption and benefits realisation. Group IT and technology partners will own architecture, cybersecurity and technical solution design.

## **Key responsibilities**

- Identify and evaluate digital opportunities with customers and stakeholders across Hartmann's European commercial organisation.
- Translate needs into customer journeys, future-state processes, concepts, prototypes and business requirements.
- Build business cases and support prioritisation of the European commercial digital portfolio.
- Lead the business side of agreed initiatives from discovery through implementation and adoption.
- Establish milestones, governance, risks, responsibilities and benefits tracking.
- Partner with Group IT and external providers while keeping customer needs and business outcomes central.
- Drive adoption through stakeholder engagement, communication, training and performance measurement.

## **Your experience and approach**

You bring approximately 5–8 years of relevant experience in digital business transformation, product ownership, consulting or complex cross-functional delivery.

We expect you to have:

- Strong commercial and process understanding
- Experience taking unclear opportunities from discovery to implementation and adoption
- Ability to create structure, influence senior stakeholders and secure cross-functional commitment
- Working knowledge of digital platforms, data, automation and AI
- Strong English and sufficient Danish for informal workplace communication

Experience from manufacturing or an international B2B environment is valuable, but your ability to understand customers and turn business needs into practical improvements matters most.

You are curious, pragmatic and proactive. You create direction in ambiguous situations, test ideas quickly and remain hands-on until solutions are adopted and create value.

## **Hartmann offers**

You will join an international company with more than 100 years of history and a strong position in the global food packaging industry.

The role offers:

- Ownership of visible European digital initiatives.
- Direct collaboration with customers, commercial leadership and Group IT.
- Freedom to test practical applications of digital solutions, automation and AI.

- An international role combining strategy, discovery and hands-on execution.

You will be responsible for translating Hartmann Europe's commercial digital priorities into adopted solutions and measurable business improvements—not for defining enterprise technology strategy or owning technical architecture.

**Location**

The position is based at Hartmann's headquarters in Lyngby, Denmark, with a flexible hybrid working arrangement. Expect approximately 10–20 travel days per year, primarily within Europe.

**Contact and application**

Hartmann is assisted in this recruitment process by European Search Company.

For more information, please contact Christoffer Bjørk Petersen on +45 2080 1638 or Brian Ranvits on +45 2048 0548.

Please submit your application using the apply button below. We review applications as they arrive and encourage you to apply at your earliest convenience.

**About Hartmann Packaging**

Founded in 1917, Hartmann is headquartered in Lyngby, Denmark. Hartmann is the world's leading specialist in moulded fibre egg packaging and a trusted partner in the global food supply chain.

With more than 100 years of experience, we combine deep technology and manufacturing expertise with a strong global presence to design, produce, and deliver innovative moulded fibre products. In doing so, we provide sustainable packaging that helps feed the world – one carton at a time.

Hartmann employs approximately 2,800 employees across Europe, North America, South America, and APAC. Hartmann is part of the THORNICO Group