

AQUALEX – Chief Revenue Officer (CRO)

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Are you the commercial engine behind AQUALEX's European scale-up?

As CRO, you drive AQUALEX's European scale-up and shape the future of drinking water. You turn premium Belgian design, sustainable technology and an exceptional drinking experience into scalable revenue. With a XaaS model and a focus on recurring revenue, you define and execute the commercial strategy, align global teams and accelerate international growth. Your leadership ensures predictable, double-digit expansion while positioning AQUALEX as the European benchmark in premium water solutions.

Your mission

- Lead international sales, SDR, marketing and customer success towards a shared vision, in close collaboration with Sales/Country Managers in Belgium, France, and Germany (with further international expansion).
- Manage and scale the GTM team, create team goals and KPIs to drive maximum market penetration across existing and new countries.
- Develop an end-to-end revenue strategy for double-digit growth.
- Track the full customer lifecycle with key metrics and define a clear sales methodology and revenue strategy for fast, consistent integration.
- Manage risk in revenue workflows resilient to market conditions.
- Drive predictable growth through optimized pipelines, KPIs, advanced analytics and data-driven decisions.
- Turn insights into action: streamline sales, sharpen forecasts and accelerate growth.
- Optimize the success rate & maximize customer acquisition, customer satisfaction and retention.
- Work closely with the founders & the executive team.

Your profile

- Experience in international expansion and successfully navigating high-growth phases.
- Expertise in GTM strategy & maximizing market potential.
- Ability to translate strategy into measurable outcomes.
- Combination of commercial flair and analytical sharpness.
- Strong knowledge of sales methodologies and revenue optimization, leveraging CRM, analytics and KPI insights to drive performance.
- Comfortable in a scale-up environment and know how to take an organization to the next level.
- At least 10 years of experience in senior commercial roles, preferably in SaaS/XaaS.
- Proven track record in scalable growth (€50M | €100M ARR).
- Strong in RevOps, CRM, AI platforms and data-driven decision making.

- Strategic leadership with strong people skills.
- Fluent in English and French (additional languages are a plus) and willing to travel within Europe.

What do we offer you?

- **Explosive growth:** be part of a scale-up conquering the European market.
- **Innovation & sustainability:** work with premium products and technologies shaping the future.
- **International impact:** Drive expansion across multiple countries and leave your mark on growth.
- **Culture of ambition & collaboration:** A team driven to push boundaries and celebrate successes together.

Ready to lead AQUALEX's European expansion?

<https://www.aqualex.com>