



POSITION & PROFILE DESCRIPTION

Country Manager – Germany

LAGUR A/S · Chemical-free water treatment · Made in Denmark

About LAGUR A/S

LAGUR A/S is a Danish manufacturer of innovative, chemical-free water treatment systems — developed and produced in Denmark. Our technology is patented and works without the use of salt or chemicals. With a focus on sustainability, quality and Danish manufacturing, we work actively with the UN Sustainable Development Goals and have built a strong position in the Danish market.

Our product portfolio spans solutions for private households as well as commercial and institutional buildings, addressing the three core challenges in a building's water: limescale / hard water, heating systems and Legionella.

Culturally, the company is held together by our **Heart Drop concept**: the heart stands for the relationships with employees, customers and partners; the drop for the essence — the craftsmanship, the water technology and our “Made in Denmark” DNA — and together they represent our commitment to delivering sustainable, chemical-free water solutions for the good of people and the planet.

Strategic context

LAGUR is on a journey from national niche to international market leader. Our vision is to become **Europe's market leader in chemical-free water treatment for residential and commercial buildings** — protecting people and systems, reducing energy use and extending asset lifetime, entirely without chemicals.

Germany is the **first step on that international journey — LAGUR's bridgehead into Europe**. The proven sales models, cases and documentation we have built in Denmark are designed to be “copy-pasted” into Germany, and then scaled onward. Establishing a strong, self-sustaining German business is therefore one of the most important building blocks in the entire strategy.

As Country Manager for Germany, you are the person who turns this strategy into a living, growing business in the German market — building the market entry, the organisation and the commercial engine from the ground up.

The position

As **Country Manager, Germany**, you hold overall responsibility for establishing, leading and growing LAGUR's business in Germany. You build the German go-to-market from the ground up — adapting the proven Danish model to local conditions — and you own the commercial results, the organisation and LAGUR's presence in the market.

You report to the CEO, are part of the leadership team, and work closely with product management, marketing, development and production at the Danish headquarters. You become a key figure in the company's growth journey, with a mandate that reaches from day-to-day sales, commercial leadership to the strategic shift from product sales to **solution sales**.

Key responsibilities

Market entry & country leadership

- Establish LAGUR's presence in Germany and build the local organisation — recruitment, targets, coaching and performance.
- Adapt and “copy-paste” the proven Danish go-to-market model to German market conditions.
- Own the German business plan and translate the LAGUR strategy into a concrete, executable plan for the market.
- Establish a strong targeted-sales culture with disciplined follow-up on goals and KPIs.
- Represent LAGUR in the German market — with customers, partners, authorities and at trade shows.

Sales, growth & profitability

- Hold full responsibility for sales targets, pipeline, revenue and profitability in Germany.
- Drive sales across the three segments — limescale / hard water, heating systems and Legionella — with a sharp understanding of the different buying motives.
- Develop key accounts and partnerships with public housing associations, private real estate and property managers, municipalities and public agencies, the care sector, hospitals, hotels and industry.
- Build the digital B2C engine (webshop and subscription) and sales via plumbing / HVAC installers.
- Personally drive the start with operational sales on a daily basis.

Business model & “Water as a Service”

- Lead the shift from product sales to solution sales with recurring revenue and higher customer lifetime value.
- Leverage IoT remote monitoring and LAGUR's DigitALT / AI tools to grow sales without adding administrative resources.
- Set and defend value-based pricing — and make clear why customers choose LAGUR's chemical-free solutions.

Documentation & references

- Build 8–10 flagship reference cases and documented performance across all three application areas, where references are decisive for the sale.
- Localise sales and technical documentation for the German market.

- Sign the first German go-to-market partners and build a certified installer network.
- Feed market and customer insight back to product and management as input to product development and strategy, and contribute to LAGUR's sustainability and ESG profile in sales communication and customer dialogue.

Professional qualifications

- Documented experience as a country manager, commercial / sales director or general manager — ideally from technical B2B sales within water technology, plumbing / HVAC, construction, cleantech or related industries.
- Proven experience establishing and scaling a business or market from an early stage — building teams, key account management and partner / channel collaboration.
- Experience selling into Legionella applications is an advantage.
- Strong commercial acumen — including value-based pricing and subscription / recurring-revenue models.
- Good knowledge of the German residential and commercial property market (housing associations, property management, municipalities, the care sector, etc.).
- Data-driven approach and comfort with CRM and digital — ideally AI-supported — sales tools.
- Fluent German and English, spoken and written.

Personal profile

- Strategic thinker, yet practical and strongly action-oriented — comfortable building from scratch.
- Motivating and credible leader who gets a small, dynamic team to perform.
- A relationship-builder, skilled at opening doors and building long-term partnerships.
- Results-oriented and accountable — thrives at high pace in a growth-oriented organisation.
- Passionate about sustainable solutions, green technology and “Made in Denmark”.

What we offer

- A central leadership role with a real mandate to shape and build LAGUR's business in Germany and to execute the strategy.
- A key position in an ambitious growth journey from Danish market leader toward European leadership.
- A culture defined by innovation, sustainability, quality and strong togetherness.
- A competitive salary package with a bonus / incentive scheme.
- Home-based in Germany, with flexible hybrid working and travel within Germany and to LAGUR's headquarters in Aarhus, Denmark.

Interested?

Send your application and CV to job@lagur.eu marked “Country Manager – Germany”. Applications are processed on an ongoing basis, so please don't wait to send yours.