

Company profile

Lutosa, a Belgian success story for over 40 years!

With more than 1,200 employees across 2 production sites, we produce frozen and chilled fries, potato specialties, and dehydrated flakes that delight people all over the world 🌍. Present in 136 countries through 24 subsidiaries and sales offices, we proudly export 94% of our production.

At Lutosa, you join a family-owned company with an international scope, where teamwork, innovation, and passion for our products are at the heart of everything we do. Working with us is an opportunity to develop your skills, take on exciting challenges, and collaborate with colleagues from diverse and inspiring backgrounds.

🍟 Join the Lutosa adventure and become part of our story!

Function

The CRM Application Services Lead is responsible for overseeing the administration, development, and optimization of the CRM application (Salesforce) to enhance customer engagement, satisfaction, and operational efficiency. This role focuses on managing CRM platforms, ensuring their effectiveness, and aligning them with business objectives. He/she also ensures the implementation of industry best practices, with a strong focus on automation and analytics leveraging artificial intelligence.

CRM Application Management: Define the strategy for the implementation, configuration, customization, and administration of Salesforce (SFDC) to meet the evolving needs of the organization and enhance customer experience.

System Enhancement and Integration: Collaborate with business and IT teams to evaluate, implement, and optimize the CRM system, including integration with other business applications to ensure seamless data flow. Drive innovation by leveraging artificial intelligence to improve productivity and automate processes.

Technical Support and Troubleshooting: Provide technical expertise and support to resolve CRM-related issues, ensuring minimal disruption to operations.

User Training and Adoption: Develop and support business teams in delivering training programs to promote adoption and effective use of Salesforce.

Data Governance and Security: Ensure data integrity, regulatory compliance, and implement security measures to protect customer information within Salesforce.

Performance Analysis and Reporting: Define and monitor performance metrics, leverage CRM data to generate insights, and support decision-making and continuous improvement, including through the use of artificial intelligence.

Vendor Management: Manage relationships with CRM vendors, oversee contracts, and stay informed about system updates and enhancements.

Leadership: Lead a project team composed of business stakeholders and CRM

administrators or specialists, providing guidance, mentorship, and fostering a collaborative and high-performing environment.

Health, Safety, and Environment (HSE)

Safety and Prevention: Take care of one's own safety and that of colleagues in accordance with company rules:

- Contribute to the analysis of accidents, incidents, and workplace risks
- Participate in training sessions
- Actively contribute to the prevention policy by reporting hazards and anomalies through the appropriate tools and conducting behavioral safety observations (BOS)

Environment and Energy: Comply with environmental and energy protection rules:

- Demonstrate exemplary behavior (waste sorting, discharge control, efficient use of resources)
- Be proactive in implementing improvement actions
- Report any bad practices

Quality and Food Safety

Comply with internal procedures, applicable standards (BRC, HACCP, etc.), and food safety instructions.

Immediately report any situation that may compromise product safety or compliance and actively participate in corrective actions and mandatory training.

Profile

Professional Experience

- ✓ Minimum 15 years of experience in CRM applications, covering strategy, administration, and implementation, with a goal of 100% user adoption
- ✓ Proficiency in Salesforce (SFDC) and a strong understanding of integration methodologies
- ✓ Strong technical skills in database management, customization, and troubleshooting
- ✓ Experience in project management and leading technical teams
- ✓ Mandatory experience using artificial intelligence within Salesforce
- ✓ Good understanding of sales and marketing processes in global organizations
- ✓ CRM or related certifications are an advantage

Education

- ✓ Bachelor's or Master's degree in Computer Science, Information Technology, Engineering, or a related field

Soft Skills

- ✓ Excellent communication, analytical, and problem-solving skills
- ✓ Ability to collaborate with cross-functional teams and stakeholders
- ✓ Strategic thinker with a focus on leveraging technology to enhance customer experience
- ✓ Strong leadership and team-building skills
- ✓ Analytical mindset with great attention to detail
- ✓ Adaptability and agility in a fast-paced environment
- ✓ Proactive and innovative approach to problem-solving

Language

English and French

Offer

Why Join Us? 🍷

Joining Lutosa is more than just a job:

- ✓ A varied and rewarding role within a market-leading company, part of an international group (McCain)
- ✓ A pleasant working environment with a dynamic team that is always focused on innovation
- ✓ Real opportunities for training and career growth to develop your skills and build your future
- ✓ An attractive salary package, complemented by additional benefits such as: company car + fuel/electric card, representation expenses, CTT90 bonus, group and hospitalization insurance, meal vouchers, eco vouchers, teleworking, ...