

## **International Business Development Manager role**

Lanes Health is a market leading 4th generation family-owned company in the Natural Healthcare industry with award winning brands. Based in Gloucester, we are looking for a capable and hands on International Business Development Manager to join our international team. This is a fantastic opportunity to join an established team and grow selected international customer accounts while identifying, developing, and securing new business opportunities across designated global territories. This role is critical to driving profitable international growth for the G R Lane Health and Jakemans brands.

### **Key Responsibilities**

#### **Commercial Leadership**

- Manage and develop a portfolio of international customer accounts as the primary commercial contact.
- Achieve agreed sales, margin, and growth targets across assigned territories.
- Lead commercial negotiations, including pricing, contracts, and distributor agreements.
- Demonstrate integrity and excellence in all commercial commitments and decision-making.

#### **Business Development**

- Proactively identify, evaluate, and win new international business opportunities.
- Develop and execute market-entry and expansion strategies in priority regions.
- Build and manage relationships with distributors, agents, and partners—showcasing respect for cultural and market differences.
- Act with courage when exploring new territories and innovative growth approaches.

#### **Strategic Planning**

- Develop and deliver territory and account plans aligned with the international business strategy.
- Manage budgets responsibly to ensure sustainable short- and long-term growth.
- Provide accurate forecasting, reporting, and pipeline management.

#### **Market Engagement**

- Represent GR Lane Health and Jakemans at international trade shows, exhibitions, and customer meetings.
- Conduct regular international market visits to strengthen relationships and identify new opportunities.
- Act as a global brand ambassador, always upholding our values of excellence and integrity.

#### **Cross-Functional Leadership**

- Collaborate closely with Marketing, Regulatory, Technical, Supply Chain, and Finance teams.
- Ensure effective onboarding of new customers and compliance with regulatory requirements.
- Contribute to continuous improvement across international sales operations—supporting a culture of teamwork and shared success.

### **What We're Looking For**

- · Proven success in international sales and business development.
- · Strong understanding of export processes, Incoterms, and international trade.
- · Demonstrable track record of delivering growth in competitive markets.
- · Advanced negotiation and stakeholder management skills.
- · Experience managing distributors, agents, or international key accounts.
- · Commercially astute, highly organised, and results driven.
- · Willingness to travel internationally.

### **Desirable**

- · Experience in FMCG, OTC, healthcare, or regulated consumer products.
- · Experience launching brands or products into new markets.

### **Benefits**

- **Monday – Thursday:** 08:00 – 17:00 (30-minute unpaid lunch break), **Friday:** 08:30 – 12:30. International travel may require additional hours to meet business needs.
- Hybrid working after training
- Company pension scheme including salary sacrifice pension scheme
- Life Assurance
- On site canteen
- Free on site parking & free charging of electric vehicles
- Healthcare cash plan

Job Type: Full-time

Pay: £45,000.00-£50,000.00 per year

If interested, please email [grlhumanresources@laneshealth.com](mailto:grlhumanresources@laneshealth.com).

No agencies please.