



Inspiration ★★★★★  
 Enthusiasm ★★★★★  
 Passivity ★★★★★

**Hexagon's Geosystems Business Area provides digital solutions that capture, measure and visualise the physical world, enabling data-driven transformation.**

The Country Manager Croatia / Serbia / Montenegro (**B2B-Contract**) holds end-to-end accountability for the performance, growth, and strategic development of the country market. Operating in a predominantly partner-led sales model (approx. 95% of revenue generated through distribution partners), the role focuses on driving sustainable growth, market leadership, and strong partner performance, while ensuring alignment with regional and corporate objectives.

**Please note: this role is offered as a B2B / contractor agreement (not an employment contract). Candidates must be able to operate via their own company or freelance setup.**

## Country Manager (f/m/d)

Croatia / Serbia / Montenegro  100%

### This appeals to you

- Full ownership of country business results, including revenue growth, market share, profitability, and operational performance
- Definition and execution of the country strategy and go-to-market approach, aligned with regional and global priorities
- Leadership of a partner-centric ecosystem, ensuring strong partner engagement, clear performance expectations, and continuous capability development
- P&L responsibility, including forecasting, budgeting, pricing discipline, and major commercial decisions
- Oversight of tender business, key customer engagements, and strategic opportunities
- Strong cross-functional coordination with sales, marketing, product, service, and finance teams at regional and global levels
- Representation of the company toward key partners, customers, and external stakeholders
- Ensure compliance with corporate governance,

### This is you

- At least 5 years of experience in sales and/or management roles in B2B technology environments, preferably within geospatial, surveying, construction, reality capture, infrastructure, or measurement solutions
- Strong experience operating in a partner-led go-to-market model, with the majority of revenue generated through distributors and solution partners
- Track record of managing complex portfolios combining hardware, software, services, and subscriptions
- Experience with project-based business, tenders, and long sales cycles typical for professional and public-sector markets
- Exposure to working within a global, matrix-driven organization

### Leadership & Commercial Capability

- Strategic leader with the ability to translate corporate

policies, and local regulations

### Critical Success Factors

- Proven leadership in partner-driven business models
- Strong commercial and financial acumen
- Ability to influence and lead without direct control
- Strategic mindset combined with execution discipline
- Strong communication, stakeholder management, and negotiation skills

### Reporting Line

- Reports to: Regional Manager CEE

strategy into country-level execution

- Strong commercial and financial acumen, including forecasting, pricing, and margin management
- Proven ability to lead through influence, especially in partner ecosystems
- Decisive, accountable, and execution-focused

### Partner & Market Focus

- Deep understanding of partner business models, incentives, and performance drivers
- Ability to build long-term, trust-based relationships with distributors, key customers, and internal stakeholders
- Comfortable representing Leica Geosystems at executive level, bridging technical and business discussions
- Strong collaboration across sales, marketing, service, product, and finance functions

### Personal Profile

- High level of integrity, professionalism, and business ethics, aligned with Hexagon values
- Results-driven, resilient, and comfortable in a growth-oriented, performance-driven environment
- Strong communicator with the ability to align diverse stakeholders

### Education & Languages

- Degree in Engineering, Geomatics, Surveying, Business, or related field; MBA is an advantage
- Fluent English required; local language mandatory
- Willingness to travel domestically and regionally

### About us

Hexagon is a leading provider of digital reality solutions and employs more than 24,000 people in 50 countries. You will be part of a strong, experienced, inspiring and motivated team of experts working together to shape the future of Hexagon. You can utilise and develop your skills in our highly innovative and diverse environment. Flexible working models allow you to ideally combine your professional and private interests.

### Contact

If you have any questions, please do not hesitate to contact [Dominik Kung](#), Talent Acquisition Partner.

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Hexagon's Geosystems division

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