

**STRATEGIZE
ORGANIZE
GLOBALIZE**

Ralph Janssen

- **Head of Sales**
- **eCommerce Leadership**
- **Strategic Category Management**



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CONNECT WITH ME:

Looking to accelerate turnover growth, optimize category performance, or drive margin uplift across your digital channels?

Need to scale high-performing sales teams, realign go-to-market strategies, or lead complex B2B and D2C transformations?

Contact Ralph Janssen for expert support in commercial strategy, digital sales leadership, and category management. With a decade of success at Samsung and a hands-on consulting track record, Ralph brings the strategic insight, team leadership, and execution power to turn commercial ambition into measurable growth.

Please visit my LinkedIn profile:

[Ralph Janssen](#)

**"GREAT STRATEGY MEANS
NOTHING WITHOUT EXECUTION –
I BUILD TEAMS THAT DELIVER
BOTH, TURNING VISION INTO
COMMERCIAL IMPACT."**

INTRODUCTION

Ralph Janssen is a results-driven Commercial and eCommerce Leader, specializing in category growth strategy, digital sales acceleration, and high-impact transformation across the consumer electronics and B2B sectors. With over a decade at Samsung, he has successfully led revenue optimization, market share expansion, and end-to-end product lifecycle initiatives, delivering measurable outcomes in both mature and emerging markets.

Ralph excels at scaling high-performing teams, aligning commercial and operational stakeholders, and turning complex business challenges into growth opportunities. Whether leading D2C innovation, driving profitability turnarounds, or building strategic partnerships, he brings a powerful mix of strategic vision, commercial acumen, and executional precision.

HOW I CAN HELP YOUR BUSINESS

- **Commercial Strategy & Revenue Growth** – Drives top-line growth by optimizing product categories, pricing, and promotional strategies across eCommerce and B2B channels, delivering consistent YoY margin and turnover gains.
- **Go-to-Market Execution & Category Leadership** – Leads cross-functional teams to design and execute high-impact go-to-market plans, transforming underperforming categories into market leaders.
- **Sales Team Scaling & Leadership** – Builds and mentors high-performing sales teams, aligning commercial objectives with operational execution to boost productivity, engagement, and results.
- **Digital Commerce & D2C Acceleration** – Translates strategic vision into digital success, leveraging eCommerce platforms, consumer journey optimization, and performance analytics to elevate conversion and customer value.