

Stephex Group is a proudly family-owned company based in Meise, Belgium, renowned for excellence in horse trading, automotive innovation, and event management. As market leaders in the production of premium horse trucks, motorhomes, and 2-horse vehicles, we are committed to delivering exceptional quality and user-centric designs that meet the diverse needs of our clients.

With a strong reputation for reliability and craftsmanship, Stephex Group is dedicated to maintaining the highest standards in everything we do. Join us as we continue to push the boundaries of innovation and quality across the industries we serve.

Are you ready to embrace new challenges and grow with us?

We encourage you to explore this exciting opportunity and become part of our journey!

BUSINESS UNIT DIRECTOR - STX MOTORHOMES

Job description

STX Motorhomes is a premium manufacturer of luxury motorhomes, renowned for combining cutting-edge automotive engineering with refined interior design. Trusted by elite travelers, motorsport professionals, and equestrian enthusiasts across Europe and beyond, STX Motorhomes delivers excellence on wheels.

We are seeking a dynamic and commercial **Business Unit Director** to lead and grow our motorhomes division. You will drive business performance through effective leadership across production, planning, partnerships, marketing and sales. The ideal candidate brings a background in motorsport, coupled with strong business intelligence and an entrepreneurial mindset.

Key responsibilities

Strategic & Brand Leadership

- Define and execute the business strategy for STX Motorhomes, ensuring alignment with the brand's premium position and customer expectations.
- Elevate the STX brand in motorsport and luxury travel markets, with a focus on exclusivity, performance, and elegance.

Motorsport engagement & Event Leadership

- Lead planning and execution of high-end motorsport events and customer experiences.
- Ensure an elite brand presence at different motorsport races and other sports events such as karting races, GT3, F4, show jumping events and luxury lifestyle showcases.
- Representing STX Motorhomes at trade shows, events and client meetings to drive sales and promote our brand.

Strategic Partnerships

- Cultivate and manage strategic alliances with motorsport teams, athletes, luxury brands, and high-profile ambassadors.
- Explore collaborations that amplify STX Motorhome's reputation in elite performance and bespoke travel.

Production & Product Innovation

- Collaborate with our factories and production teams in Hungary to develop and deliver world-class motorhomes that meet the highest standards of design and reliability.
- Drive innovation in features, materials, and onboard technology that cater to elite users.

Marketing & Global Sales

- Oversee brand marketing, storytelling, digital content and global campaigns.
- Manage sales strategy, including direct sales, high-end clients, dealership and partnerships.
- Manage individual sales targets, from lead generation to deal closure.

Your Profile

Qualifications

- Experience in a senior leadership role, with orientation in motorsport and/ or luxury sectors.
- Proven track record of managing high-end product business units, ideally in motorsport.
- Strong managing skills of multi-disciplinary teams and complex business operations.
- Existing network within motorhomes and motorsports.
- Actual success in brand building, strategic partnership, sales and revenue growth.

Skills

- Passion for motorsport and high-performance motorhomes.
- Understanding of luxury brand positioning and customer psychology.
- Strong, driven and result-oriented leader.
- Excellent negotiation, communication and stakeholder management skills.
- Multilingual, based in Belgium.

Job offer

- Unique opportunity within an international and fast-growing company.
- Key leadership role of a premium brand in luxury travel and motorsport.
- Competitive compensation package with performance based bonuses.
- Office based in our headquarters nestled within the Stephex Stables complex, offering a serene green environment, reflecting our company's commitment to excellence and innovation.

Do you find your passion in this?

Apply online via <https://stephex.com/careers/> or send an email to hr@stephex.com