

## Head of Sales – Carbon Offsetting

<b>Location:</b>	<b>Flexible (Europe preferred)</b>
<b>Start:</b>	<b>As soon as possible</b>
<b>Reports to:</b>	<b>Chief Commercial Officer</b>
<b>Company language:</b>	<b>English</b>

### About GrowGrounds

GrowGrounds is a Nordic carbon & Impact developer enabling global farmers to transition from monoculture coffee farming to regenerative agroforestry. Our mission is to restore broken coffee supply chains by growing nature and livelihoods with concrete and impactful climate action. Our target is to sequester 5.000.000 tons of Carbon by 2031 and plant 15.000.000 trees with 300.000 smallholder farmers.

To reach our target we need to commercialise high-integrity carbon supply from regenerative coffee landscapes through ex-ante financed offtake structures, enabling farmer transition and ecosystem restoration at scale.

With our Gold Standard certified Programme of Activities (PoA GS13053) and B Corp certification, we are building one of the most robust nature-based carbon infrastructures in the coffee sector. We convert future verified carbon removals into present-day climate finance — accelerating landscape transformation across Africa and Latin America.

We grow businesses by growing nature.

### The Role

We are looking for a Head of Sales – Carbon Offsetting to build and scale GrowGrounds' global revenue from PER/VER-based carbon offtake agreements with traders, funds, and corporates.

This is a senior commercial role for a carbon market expert who understands how to structure and close ex-ante carbon transactions and build long-term offtake portfolios.

You will transform future verified carbon outcomes from agroforestry conversion into financeable, contracted revenue streams — enabling rapid project expansion across global coffee regions.

### Core Responsibilities

1. PER & VER Sales and Offtake Structuring
  - Lead global sales of ex-ante carbon (PERs) and validated carbon (VERs)
  - Structure forward offtake agreements financing agroforestry transition
  - Build a diversified portfolio of traders, funds, and corporate buyers
  - Design pricing and risk structures supporting scalable expansion
2. Commercial Portfolio Development
  - Build your own customer portfolio from the ground up
  - Develop scalable sales architecture and customer segmentation

- Create forward revenue visibility aligned with project pipeline growth
- Balance issuance timing, delivery risk, and capital needs

### 3. Market Positioning & Carbon Expertise

- Position GrowGrounds in the premium, high-integrity segment of nature-based carbon
- Translate certification, MRV, and landscape investment logic into investable carbon supply
- Track evolving standards, pricing dynamics, and buyer requirements
- Develop and refine our carbon product portfolio

### 4. Strategic Scale & Capital Enablement

- Enable project finance through contracted ex-ante revenue
- Support investor dialogue with a clear contracted carbon pipeline
- Contribute to long-term carbon infrastructure strategy

## Profile We Are Looking For

You are an independent commercial builder who thrives in scale-up environments.

Must-have qualifications:

- 5–10 years of experience commercialising carbon credits on international markets
- Deep expertise in carbon markets (PER, ex-ante, forward structures, VER issuance)
- Proven experience closing structured offtake agreements
- Strong understanding of delivery risk and project finance coupling
- Ability to commercialise ex-ante credits at scale

Personal profile:

- Self-driven and entrepreneurial
- Motivated by building something that grows
- Able to establish your own customer portfolio quickly
- Strategic thinker with hands-on execution capability
- Comfortable operating with traders, funds, and corporates
- Fluent in English

## What Success Looks Like

- Multi-year PER/VER offtake agreements secured
- Strong forward pricing and revenue visibility
- Diversified buyer portfolio
- Clear alignment between contracted PERs and verified issuance
- Carbon revenue enabling accelerated project expansion

## Why This Role Matters

This role forms the financial backbone of GrowGrounds' global scale-up.

You will convert future carbon stored in regenerative coffee landscapes into present-day climate finance — directly enabling farmer transition, biodiversity restoration, and long-term climate impact.

## **Application**

For more information or to apply, please contact:

Poul David Videbæk  
Chief Commercial Officer  
GrowGrounds

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WhatsApp : +4550166529

We review applications on a rolling basis and encourage early outreach.

## Head of Sales - Carbon Offsetting

**Reports to:** Chief Commercial Officer  
**Location:** Flexible / Europe preferred  
**Start:** 2026 (Q2)  
**Last updated:** February 2026

### Department Value Proposition

To grow businesses by growing nature by commercialising high-integrity carbon supply from regenerative coffee landscapes through ex-ante financed offtake structures that enable global farmer transition and ecosystem restoration.

### Role Purpose

The Head of Sales - Carbon Offsetting builds and scales GrowGrounds' global revenue from PER/VER-based carbon offtake agreements with traders, funds, and corporates. The role transforms future verified carbon outcomes from agroforestry conversion into ex-ante financeable revenue streams, enabling rapid project expansion across the world's coffee regions while delivering predictable long-term carbon supply to buyers.

### Core Responsibilities

PER- and VER based carbon sales & offtake structuring

- Lead global sales of ex-ante carbon (PERs) and validated carbon (VeRs) including forward offtake agreements
- Structure investment-linked contracts financing agroforestry transition in coffee landscapes
- Build diversified portfolio of traders, funds, and corporate buyers
- Ensure pricing, risk allocation, and delivery structures support scalable expansion

Commercial portfolio & revenue architecture

- Design scalable sales structures, customer segmentation, and portfolio logic based on PER supply
- Create forward revenue visibility aligned with project pipeline growth
- Manage contract portfolio balancing issuance timing, delivery risk, and capital needs

Market positioning in high-integrity carbon

- Position GrowGrounds within the premium tier of nature-based carbon markets
- Translate certification, MRV, and landscape investment logic into investable carbon supply
- Track evolving standards, pricing dynamics, and buyer requirements

Strategic scale & capital enablement

- Enable project finance through contracted ex-ante revenue
- Support investor dialogue with clear contracted carbon pipeline
- Contribute to GrowGrounds' long-term carbon infrastructure strategy

### Success Factors

The ideal candidate:

- Has closed forward carbon or structured offtake transactions
- Understands PER/VeR/ex-ante credit logic, delivery risk, and project finance coupling
- Can build scalable customer portfolios rather than one-off trades
- Operates credibly with traders, funds, and corporates
- Is motivated by linking capital → landscape transformation → verified impact

**KPIs**

- Contracted PER/VER volume and forward price
- Multi-year offtake value secured
- Portfolio diversification across buyer types
- Forward revenue visibility enabling project expansion
- Alignment between contracted PERs and verified issuance

**Final Thoughts**

This role converts future carbon stored in regenerative coffee landscapes into present-day climate finance and forms the financial backbone of GrowGrounds' global scale-up.