



# MID-LEVEL EXECUTIVE SEARCH

Introduction to the Top of Minds methodology for the 80-300k salary segment





# WE ARE MARKET LEADER IN THE MID-LEVEL EXECUTIVE SEGMENT

thanks to our hybrid on & off-line approach, which fits well with the modern professional in the 80-300k salary segment

## DIGITAL MARKETING

through hyper-targeted **on-line engagement**, we connect with thousands of professionals every day.

## PERSONAL ACTIVATION

We invest in building relationships of trust.  
Our personal follow-up yields a  
**very high conversion to application.**

# CANDIDATE PACKS DRIVE ENGAGEMENT

our story-telling focuses on career benefits



**atida**

**CANDIDATE PACK**

**GM Atida Pure**

**For whom?**

- Experienced leader with a background in e-Commerce, Scale-ups, Digital native environments, and/or Strategy Consulting
- With a passion for health
- With strong strategic, people leadership, and operational capabilities
- At (country / BU) executive level

1 TOP OF MINDS EXECUTIVE SEARCH & INTERVIEW / ATIDA



**Atida** is one of the largest online pharmacies in Europe, with a unique mission when it comes to optimizing health. The company firmly believes in a future where the journey towards good health becomes a trusted and truly personal experience. They recently launched **Atida Pure**: A new, personalized vitamin and supplement programme. Initially set up as a vehicle for proof of concept, the ambition for **Atida Pure** is to quickly become a successful business in its own right. **Atida** is looking for a **General Manager** to make this happen.

2 TOP OF MINDS EXECUTIVE SEARCH & INTERVIEW / ATIDA



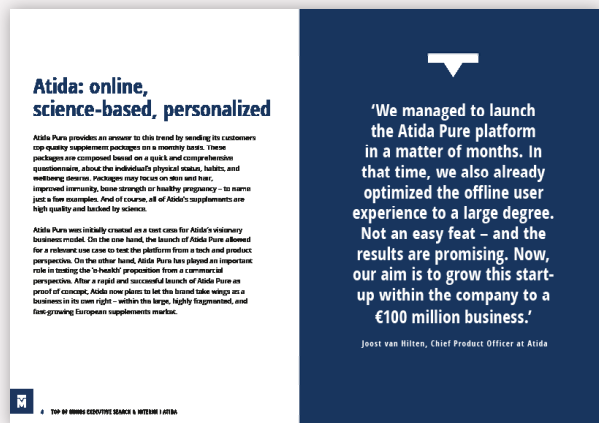
**ABOUT THE COMPANY**

**Quantified self: the future of health**

Long before COVID a trend toward "quantified self" has been on the rise – the concept of individuals actively taking charge of their wellbeing, with data-driven tools, products, apps, and knowledge. This is not surprising, since the chance of facing lifestyle-based health problems (from diabetes to depression) have increased drastically in the past decades.

With relatively small as a personal endeavor in this regard, from a professional perspective, something as simple as catching a cold has become something we would like to avoid – so how can we better our immune system? More broadly speaking, how can we take care of ourselves – mentally and physically – when our world has become the space between our four walls in the near future the urgency of these questions will only become further. In the long term, the demand for mental and physical self-care and optimized wellbeing continues to grow.

3 TOP OF MINDS EXECUTIVE SEARCH & INTERVIEW / ATIDA



**Atida: online, science-based, personalized**

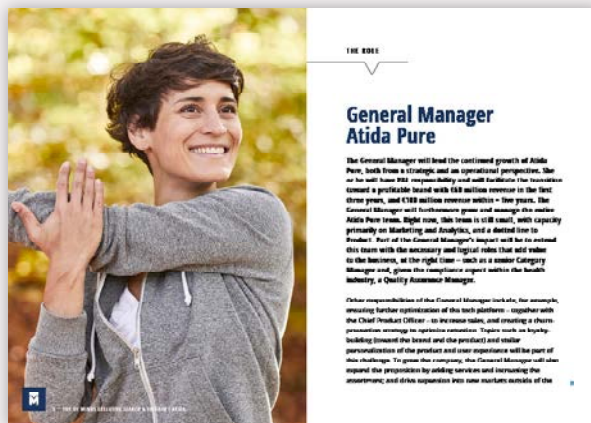
Atida Pure provides an answer to this trend by sending its customers top quality supplement packages on a monthly basis. These packages are composed based on a quick and comprehensive questionnaire, about the individual's physical state, habits, and wellbeing. These packages may focus on skin and hair, improved immunity, bone strength or healthy pregnancy – to name just a few examples. And of course, all of Atida's supplements are high quality and backed by science.

Atida Pure was initially created as a test case for Atida's visionary business model. On the one hand, the launch of Atida Pure allowed for a relevant use case to test the platform from a tech and product perspective. On the other hand, Atida Pure has played an important role in testing the "health" proposition from a commercial perspective. After a rapid and successful launch of Atida Pure as proof of concept, Atida now plans to let this brand take wings as a business in its own right – within the large, highly fragmented, and fast-growing European supplements market.

**'We managed to launch the Atida Pure platform in a matter of months. In that time, we also already optimized the offline user experience to a large degree. Not an easy feat – and the results are promising. Now, our aim is to grow this start-up within the company to a €100 million business.'**

Joost van Hilten, Chief Product Officer at Atida

4 TOP OF MINDS EXECUTIVE SEARCH & INTERVIEW / ATIDA



**THE ROLE**

**General Manager Atida Pure**

The General Manager will lead the continued growth of Atida Pure, both from a strategic and an operational perspective. She or he will have full responsibility and will transform the innovative concept a profitable brand with €60 million turnover in the first three years, and €100 million turnover within a year. The General Manager will furthermore grow and manage the online Atida Pure team. Right now, this team is still small, with capacity primarily on Marketing and Analytics, and a detailed list of "to-do's". Part of the General Manager's impact will be to extend this team with the necessary and logical roles that will refer to the business, at the right time – such as a senior Category Manager and, given the competitive request within the health industry, a Quality Assurance Manager.

Other responsibilities of the General Manager include, for example, ensuring further optimization of the tech platform – together with the Chief Product Officer – to increase sales, and creating a clear presentation strategy to optimize conversion. Together with the Marketing team, she or he will be responsible for the brand and product and regular presentation of the product and user experience will be part of the challenge. To grow the company, the General Manager will also expand the proposition by offering services and increasing the assortment, and drive expansion into new markets outside of the Netherlands.

5 TOP OF MINDS EXECUTIVE SEARCH & INTERVIEW / ATIDA



current scope of the Netherlands and Germany.

**Entrepreneurial talent**

Atida Pure is set-up within a scale-up. The role of the General Manager therefore has a highly entrepreneurial component. The candidate should have experience in a Digital Native environment or as an e-Commerce pure player. Additionally, given the relatively complex PE-structure of the subscription model, an M&A and experience with subscription businesses are a plus. Important, furthermore, is the candidate's intrinsic affinity with the topic and product. Experience with health, pharma, or supplements is not necessary, but a true interest in learning about the product, and a sincere belief in the mission of Atida, are crucial.

This role is an exciting next step for a successful leader who has proven their ability to strategically, commercially and/or digitally work towards a vision. Atida Pure's potential for growth makes the opportunity highly exciting for candidates with entrepreneurial ambitions. This role of General Manager at Atida Pure provides the right candidate the chance to prove their worth in building a disruptive and successful business from the ground up.

**Interested?**

Atida works with Top of Minds to fill this vacancy. Contact Marlies Hongtjen: [Marlies.hongtjen@topofminds.com](mailto:Marlies.hongtjen@topofminds.com)

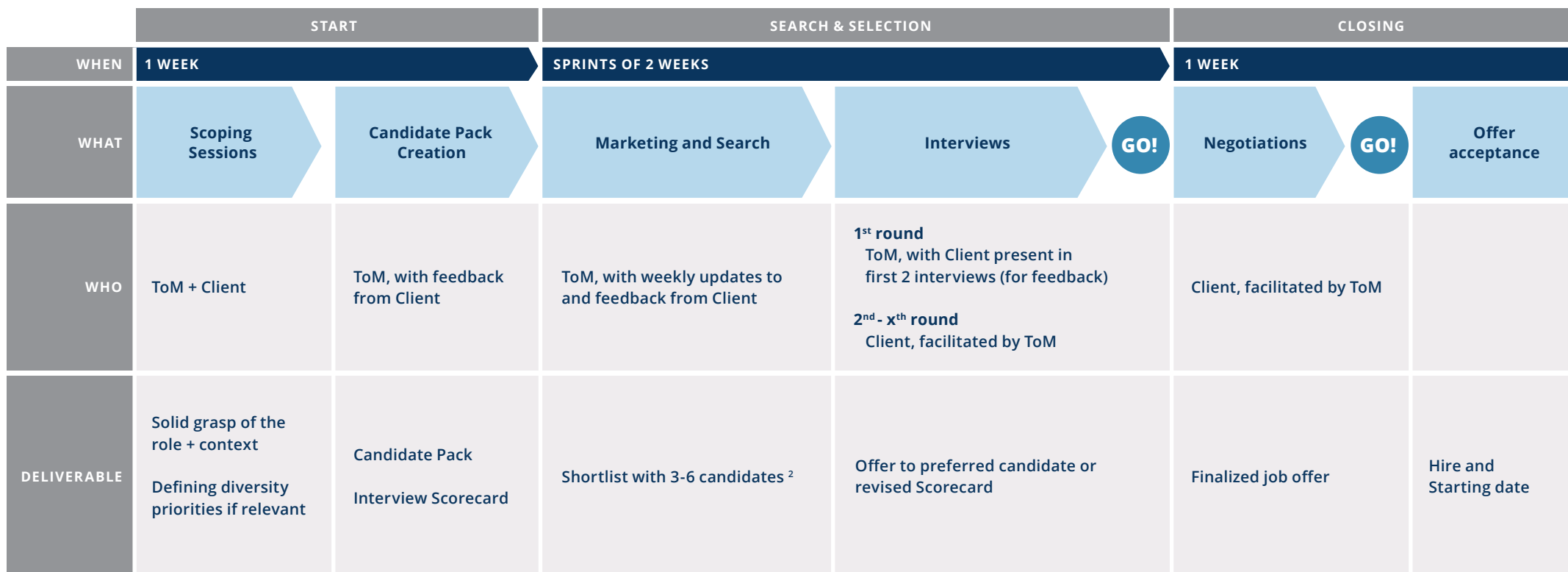
6 TOP OF MINDS EXECUTIVE SEARCH & INTERVIEW / ATIDA





# OUR EXECUTIVE SEARCH PROCESS IS AGILE

with a 2 week sprint process at its core



<sup>1</sup> Depending on level and complexity of the role    <sup>2</sup> Depending on market and role



# OUR REPORTING IS WELL-STRUCTURED

establishing a high-quality recruitment process

### TOP 5 CANDIDATES

**John Smith**  
The Fast Company

Somewhat sales-oriented appearance, with honesty and integrity below the surface. Outspoken can-do attitude, result-oriented approach. Seen many HR organizations, but always as a consultant.

**Paula Smith**  
The Smart Company

The most logical candidate on paper. All-round profile with experience in introducing an agile way of working at The Allround Company

**Anthony Smith**  
The Best Company

No HR experience, but makes a conscious choice to end his management career towards GM for this. Combines consulting with line management in a consumer goods environment.

**Femke Smith**  
The Flex Company

Some of the candidates are on the heavy side. Femke is the lighter version. All-round HR profile, but managerially less experienced. However, passed cognitive tests with flying colors and thus qualified as a strong talent.

**Michael Smith**  
The Global Company

Mindful, deliberate, constructive. Strong systems thinker. Position at The Bright Company very similar to HQ with highly qualified personnel. Manages a team of 20 HRBP. Interesting crossover with IT.

**Core task:**  
Facilitate scalability by reducing organizational complexity

**PREFERRED CANDIDATE**

**Paula Smith**  
Head of HR, Leadership & Talent services  
the smart company

CRITERIUM	0	1	2	3	4
Impact					
Education					
Quality work experience					
Progression					
Pragmatics					
Abstraction level					
No-ego					
Drive					
Leadership experience					
Understanding of e-tail					
Love for team proposition					
Click					
Authenticity					
Involvement					

### Elements of a Top of Minds assessment:

- ✓ Motivation
- ✓ Talents
- ✓ Personality
- ✓ Proven success
- ✓ Culture fit
- ✓ Salary expectations
- ✓ Cognitive testing



# OUR ASSESSMENT METHODOLOGY

consists of four elements

## 1. DRIVE

Drive is a key factor for success. To identify drive at its core we peel of many layers in our conversation with professionals.

*Why? Why? No, really - why?*

Matched on  
**drive**

## 2. STRENGTHS

Strengths are a positive display of competencies. They define when a professional will excel over others. For deep-dive analyses we use the [Topgrading Methodology](#).

Matched on  
**competencies**

## 3. ANALYTICS

80% of professionals claim they are in the top-20% when ranked on analytical skills. We prefer to rely on [objective cognitive testing](#) when analytical rigor is key to success.

Objectively tested  
**intelligence**

## 4. REFERENCES

We operate on a network of trust and like to work with professionals who come highly recommended. To validate the trust we have in them we use reference checks.

Validated by trusted  
**recommendations**



# OUR PRICING IS TRANSPARENT

and geared towards success

## MEDIA BUDGET

For maximum visibility of your vacancy, we use a mix of on-line media for hypertargeted campaigning within our network.

**We charge a media budget of € 2.500** for out-of-pocket costs on advertising.

## RETAINER

Our search work is exclusive and dedicated. To cover the costs of our dedicated efforts, we charge part of our fee upfront.

**We charge an up-front retainer of € 5.000 to 15.000**, depending on the complexity of the search.

## SUCCESS FEE

Our success fee depends on the complexity of the search. The retainer that was paid earlier is deducted from the success fee.

**We charge a success fee of 25 to 30%** of the first annual salary. The retainer will be deducted

## WARRANTY

Should your new hire leave your business for reasons other than downsizing or reorganization, we'll offer a replacement free of charge.

Should your new hire leave within the first 3 months of employment, we'll replace them for free.



# WE HAVE A SPECIALIST IN EVERY FIELD

and they're all digital natives



**Auke Bijnsdorp**  
Functional expertise  
Strategy

Sector spike  
Tech



**Janko Klaijsen**  
Functional expertise  
General Management

Sector spike  
Consumer Goods



**Roland Vetten**  
Functional expertise  
Strategy

Sector spike  
Financial Services



**Marlies Hoogvliet**  
Functional expertise  
Tech

Sector spike  
B2B



**Ian Dove**  
Functional expertise  
Interim Management

Sector spike  
e-Commerce



**Imke Peters**  
Functional expertise  
Business Development

Sector spike  
B2B



**Wiebe Smit**  
Functional expertise  
Sales

Sector spike  
Consumer Goods



**Max Tasseron**  
Functional expertise  
Marketing

Sector spike  
Consumer Goods



**Vivian Linker**  
Functional expertise  
General Management

Sector spike  
B2B scale-ups



**Annelijn Nijhuis**  
Functional expertise  
Finance

Sector spike  
B2C scale-ups



**Daan Bouman**  
Functional expertise  
Interim Finance

Sector spike  
Industry



**Vivian den Dekker**  
Functional expertise  
Consulting

Sector spike  
Professional Services



**Catherine Visch**  
Functional expertise  
Consulting

Sector spike  
Professional Services



**Jessica Lim**  
Functional expertise  
IT

Sector spike  
e-Commerce



**Hayke Tjemmes**  
Functional expertise  
IT

Sector spike  
Scale-ups



**Martine Francken**  
Functional expertise  
Consulting Exit

Sector spike  
Professional Services



**Emily Olij**  
Functional expertise  
Marketing

Sector spike  
Consumer Goods



**Gijs Millaard**  
Functional expertise  
Commercial

Sector spike  
Tech



**Florentine van de Loo**  
Functional expertise  
Commercial & Digital

Sector spike  
B2B & Consumer Goods



**Dox Wijers**  
Functional expertise  
Online Marketing

Sector spike  
B2C Scale-ups



**Lidewij Kusters**  
Functional expertise  
IT

Sector spike  
B2B





# OUR RESEARCH TEAM

can find anyone, anywhere



**Julia Serink**  
*Research Assistant*



**Annabelle Kessler**  
*Research Assistant*



**Laura van der Wal**  
*Research Assistant*



**Dorien van Ommeren**  
*Junior Business Controller*



**Linde Valk**  
*Research Assistant*



**Lisabelle Sengonul**  
*Finance Assistant*



**Celine Zwiers**  
*Research Assistant*



**Rosalie Dielesen**  
*Research Assistant*



# OUR MARKETING & TECHNOLOGY TEAM

will market your story like no one else can



**Lubbe Bekkering**  
*CFO & COO*



**Deborah Klaassen**  
*Creative Director*



**Else Schaapman**  
*Art Director*



**Nina Huisman**  
*Manager Operations*



**Femke Kraakman**  
*Online Marketeer*



**Isa Diender**  
*Marketing Assistant*



**Laura Kits**  
*Strategy Writer*  
*(ex-McKinsey)*



**Jaap Hoekstra**  
*Strategy Writer*  
*(ex-BCG)*



**Tony van de Polder**  
*Graphic Design*



# TRACK RECORD

Some of our recent placements, organized by function and by sector

Most of our work has been in the 80-300k salary bandwidth

## Functional Areas

Analytics	11	IT	18
Consulting Exit	12	Marketing	19
E-Commerce	13	Operations	20
Finance	14	Sales	21
General Management	15	Scale ups	22
HR	16	Strategy	23
Interim	17		

## Sectors

Consulting	24	Leisure	30
Consumer	25	Logistics	31
Energy	26	Private Equity	32
Financial Service	27	Sustainability	33
Fintech	28	Technology	34
Health	29		



# ANALYTICS

Recent placements



**Consultant  
Data & Analytics**



**Manager Insights**



**Lead Partner Acceptation**



**Platform  
Excellence Associate**



# CONSULTING EXIT

Recent placements



**atida**

Chief of Staff



BROAD HORIZON

Head of Integration Office



**adyen**

Commercial  
Analytics Manager



**MEATABLE**

Strategy Manager





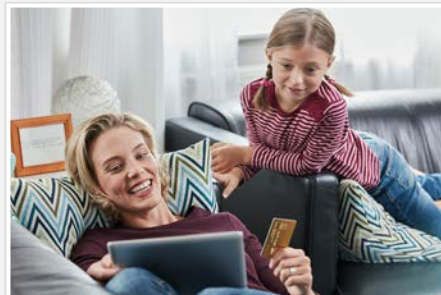
# E-COMMERCE

Recent placements



**bol.com** 

**Commercieel Manager**



**Adevinta**

**Global Director Customer Experience**



**E-commerce Director**



 **KRAMP**

**Director E-commerce**



# FINANCE

Recent placements



anna+nina

**Head of Finance**



zuiver<sup>o</sup>

**CFO**



atida

**Business Finance Manager**



**Finance & Control**

# GENERAL MANAGEMENT

Recent placements



**CEO**



**Managing Director**



**General Manager**



**CEO**



# HR

## Recent placements



CHRO



HR Manager



Head of HR



McKinsey  
& Company

HR Manager



# INTERIM

Recent placements



**Interim Head of Marketing**



**Otrium**

**Interim Head of Supply Chain**



**bol.com**

**Commercieel Manager**



**Lightyear** ∞

**Interim PR & Communications Manager**





# IT

## Recent placements



**UX/UI-Designer**



**Digital Technology  
Operations Coordinator**



**Head of Product  
E-Commerce**



**Senior Java Engineer**



# MARKETING

Recent placements



**SWISS•SENSE®**

**Commercieel Directeur**



**Director of Marketing  
Communication**



**International Marketing  
Director**



**Commercieel Manager**



# OPERATIONS

Recent placements



**Operations Director**



**Manager E-fulfilment &  
Thuisbezorging**



**Director Customer Service**



 **Smurfit Kappa**

**Operations Manager**



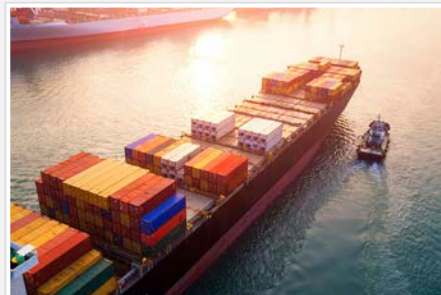
# SALES

Recent placements



**KraftHeinz**

**Key Account Manager Ahold**



 **SHYPPLE**

**Head of Sales**



**FENTO**  
ERGONOMIC KNEE PROTECTORS™

**Sales Manager**



 **KRAMP**

**Manager Sales Excellence**





# SCALE-UPS

Recent placements



MR MARVIS  
AMSTERDAM

COO



 envision

Chief Marketing Officer



**Flink**

Head of Expansion



FÉST

Supply Chain Manager





# STRATEGY

Recent placements



**ASML**

**Director Corporate Strategy**



**Director Strategy &  
Business Development**



**Director Strategy &  
Transformation**



**Strategy Officer**



# CONSULTING

Recent placements



**BAIN & COMPANY** 

**Consultant**



**SIMON • KUCHER & PARTNERS**  
Strategy & Marketing Consultants

**Director**



**Senior Consultant**



**Consultant**



# CONSUMER

Recent placements



Director Strategy



Key Account Manager Ahold



Business Development  
Manager Wonen



E-commerce  
Marketing Manager



# ENERGY

Recent placements



**essent**

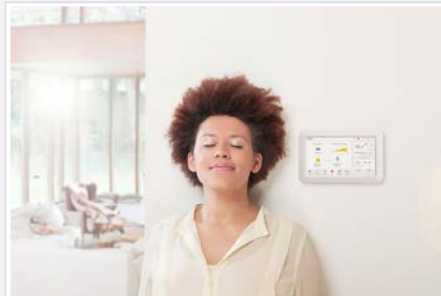
**Marketing Director**



**Head of Business Control & Accounting**



**Commercieel Manager**

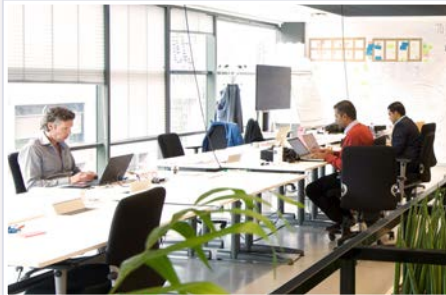


**Strategy Manager**



# FINANCIAL SERVICES

Recent placements



**Managing Principal**



**Propositiemanager Beyond  
Banking Partnerships**



**Vice President - Corporate  
Strategy**



**fourthline**

**Chief of Staff**





# FINTECH

Recent placements



FLOW TRADERS

**HR Team Lead**



fourthline

**Account Executive**



optiver 

**Operational Excellence  
Consultant**



 eevery

**CEO**



# HEALTH

Recent placements



**Business Controller**



**Product Owner**



**Strategisch Zorgverkoper**



**Senior Adviseur  
Strategie & Innovatie**



# LEISURE

Recent placements



**Head of E-Commerce Eliza  
was here**



**THE STUDENT HOTEL**

**HR Business Partner**



**Technical Product Owner**



**SPORTCITY.**

**Chief Product officer**



# LOGISTICS

Recent placements



Head of Sales



Manager  
Logistieke Strategie



Senior Manager  
Operations Strategy



Sales Manager





# PRIVATE EQUITY

Recent placements



**ecorus**  
harvesting nature's energy

**Investment Manager**



**rubio**  
impact ventures

**Financial &  
Impact Controller**



**Investment  
Partners**

**Associate  
Digital Director**



**HAL Investments**

**Leadership  
Development Program**



# SUSTAINABILITY

Recent placements



**Otrium**

**Interim Head of  
Supply Chain**



**Upfield™**

**E-commerce Manager**



**Rooftop  
Energy**

**Head of Business Control &  
Accounting**



**GreenV**

**HR Director**





# TECHNOLOGY

Recent placements



**ASML**

**(Senior) Manager Corporate Strategy**



**PHILIPS**

**Senior Online Sales Strategist**



**SEMIOTIC**LABS

**Proposition Manager**



**Sr. Business Developer**