



Finance

Start-up &amp; Scale-up

#VACANCY



## FINANCE DIRECTOR

Every child loves to learn – that's the philosophy behind Squla. The online educational program makes learning more fun and easier by having the learning tools connect better with the children's imaginations. The learning platform has become a staple among Dutch households and ambitions are high. An analytical and entrepreneurial Finance Director will support Squla in its continued growth.



# HARD TO IMAGINE EDUCATION WITHOUT SQULA

Digital technology has the power to change a sector forever. Ssula is exactly that disruptive force for education. The revolutionary platform offers kids the opportunity to make the material their own in a playful manner. Ssula makes learning both easier and more fun, which in turn yields more self-confidence and better results.

The online learning platform originated in 2010 as an initiative from a father that saw an opportunity to support education from his own home by cleverly utilizing today's technology. With the help from teachers and game developers, he developed a learning platform that connects seamlessly to children's imaginations. Ssula enables them to practice the material on a computer, tablet or smartphone in the form of games, videos and quizzes. On top of that parents can monitor the results and their child's development in a specifically designed dashboard.

free and currently more than 60% of Dutch elementary schools are connected to the online learning platform. Ssula collects feedback from teachers who recommend Ssula to parents when their kids can use some extra support or stimulation.

## A STAPLE IN EVERY HOUSEHOLD AND EVERY CLASSROOM

Ssula's revenue model is simple. Parents can order yearly, six-monthly or monthly subscriptions online. Currently, more than 140.000 kids are playing with Ssula at home, while more and more are finding out about the platform at school or via their friends every day. This is how Ssula has been able to obtain a unique market position in such a short time. This hasn't diminished the ambitions and Ssula's mission remains unchanged; having children improve through its unique 'Leuk Leren' (Fun Learning) approach.

In realizing Dutch and international growth ambitions, Ssula is backed by the international investment company Levine Leichtman Capital Partners, both financially and with the proper know-how. The Finance Director will play an important role in the partnership with LLCP and other shareholders in order to realize Ssula's ambitions.

Ssula is designed as a tool for kids and their parents alongside their education, but is also being used by teachers in the classroom. This way, Ssula actively contributes to the further development and digitalization of education as well as stimulating synergy between parent, child and teacher. A trinity crucial to the fun and the results for kids in school. Teachers can use Ssula for

*"We want to grow by increasing our reach, improving on our product and by increasing its lifetime. This requires investments. The Finance Director maps and decides when decisions need to be made in order to realize exactly that."*

**Serge Bueters,**  
CEO Ssula

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# FINANCE DIRECTOR

The Finance Director plays a key role in realizing the growth ambitions by making (financial) data leading throughout the organization. He/she facilitates and stimulates sustainable growth by collecting, analyzing and converting the right data into tangible information, enabling everyone at Squila to make correct, deliberate decisions.

In order to realize this, the Finance Director sets up a tight financial organization in which he/she manages a small team consisting of an Accountant and a Controller. With their help, the Finance Director ensures the right reports, analyses and forecasts will be available throughout the organization to account for current performance on a daily basis. He/she optimizes existing processes and systems and sets up new ones where necessary. In addition to the internal team, the Finance Director engages with various external accounting and audit contacts and builds strong relationships with influential (vendor) partners, banks, and shareholders.

Additionally, the Finance Director ensures an optimal financial operation within Squila. He/she knows and understands the dynamics, funding and capital structures within a fast-growing scale-up and keeps them intact by

determining whether, where and how much money can be invested in the operation and further growth based on liquidity and risk analyses.

The Finance Director also plays a key role in shaping the future of Squila. He/she is actively involved in strategic projects, including the acquisition of external parties and entering into or developing partnerships with partners and suppliers. He/she combines up-to-date financial and legal knowledge with a strong business sense and negotiation skills to always realize the best scenario for Squila. In addition, the Finance Director collects and analyses data to predict the profitability of new products and services and uses this information to advise the MT on the strategic direction of the organization.

Squila's rapid growth requires a Finance Director who is not afraid to pioneer. This means that he/she not only identifies risks, but also dares to take them. The role of the Finance Director and his/her team grow proportionally with the organization. This offers an interesting future perspective in which participation is also an option. He/she reports directly to CEO Serge Bueters. Other MT members are the CCO Tijntje Louwers and the CPO Peter Hofstede.





# CANDIDATE'S PROFILE



## EXPERIENCE

- ➔ Minimum of 7 years of relevant experience with a broad finance scope, ideally also in a fast growing (private equity funded) scale-up.
- ➔ Managerial experience
- ➔ University degree, ideally in Accounting, Economics or Finance
- ➔ Accounting, analytical and modelling skills. Experience with M&A and bank financing (including documentation) is preferred
- ➔ Negotiation experience and in-depth legal contract knowledge



AMSTERDAM

## PERSONALITY

- ➔ Structured, accurate and well-organized
- ➔ Communicator
- ➔ Independent
- ➔ Professional and representative



# CONTACT



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