



#VACANCY


GENERAL MANAGEMENT



SPORTCITY.

## CHIEF CUSTOMER OFFICER (CCO)

Fit For Free and SportCity keep their members – young and old – fit and healthy. The gyms currently operate about 120 fitness clubs. With the support of a professional PE investor, the company is planning a digital revolution in fitness and rapid international expansion.

A man in a dark grey long-sleeved shirt and grey shorts is in a gym, holding a thick, braided battle rope. He is looking directly at the camera with a serious expression. The gym has a high ceiling with skylights and various pieces of equipment in the background.

*“Ever feel  
lost when you’re  
in the gym not  
knowing where to  
start? Or having trouble  
motivating yourself for  
your weekly workout?  
We will fix that.”*

**JAN-WILLEM DOCKHEER, CEO**

Olympus Investment (owner of Fit For Free and SportCity) strives to become a leading digital fitness & health platform covering all aspects of a healthy lifestyle, inside and outside the gym. A fresh management team has just been formed and the Chief Customer Officer (CCO) will be the final addition; a highly entrepreneurial role with ‘skin in the game’.

The CCO’s portfolio includes data, tech, marketing and sales, and he/she runs an expanding team of 10 internal and 5 external professionals.

# ABOUT OLYMPUS INVESTMENT

Olympus Investment is putting together a new organization to build a state-of-the-art digital fitness & health platform, combining physical gyms with a digital journey. With its labels Fit For Free and SportCity the company currently has about 400,000 members and 100 million euros in revenue. In September 2018 Bencis Capital Patners took a majority interest in Olympus and plans to accelerate its international growth.

## LEADING DIGITAL HEALTH PLATFORM

Olympus is building the capabilities and organization to lead the wave of digital fitness. The mission of the company is to help its members adopt a sustainable healthy lifestyle. Olympus works towards an integrated fitness journey that spans well beyond the walls of the gym.

The company is transforming into an integrated, personalized health platform that keeps people in motion. If your goal is to have three workouts a week, the app will find slots in your calendar, usher you to leave work on time, recommend exercises, provide real time insights in your personal fitness metrics, suggest what to eat before and after your workout to maximize impact, and much more. All tailored to your individual preferences and physical needs.

Key to the expansion strategy is the acquisition of fitness chains. The company connects new clubs to their digital platform which allows them to offer their members a top quality personalized digital fitness experience. In return Olympus increases its footprint and uses the increased customer base to further strengthen the data driven propositions.

*“We invest in Olympus because we are convinced we can build an amazing health platform. The biggest challenge in fitness is not attracting members but retaining them. We bring the ultimate personalized fitness and health experience which will create lifelong customers.”*

**BENCIS CAPITAL PARTNERS**

#VACANCY

# CHIEF CUSTOMER OFFICER (CCO)

**T**he CCO leads the design and development of the new digital health and fitness platform. He/she manages the data & tech teams (Product Owners and Data Scientists) and the Marketing and Sales department (e.g. brand value, campaigns, website, pricing, packaging and social media) to have full grip on the end-to-end customer journey. One of the CCO's key responsibilities in Marketing & Sales is to implement a strong data driven approach. He/she uses his/her data-savviness and commercial feel to build powerful brands and branding campaigns.

## DESIGNING THE OPTIMAL DIGITAL FITNESS EXPERIENCE

The first task of the CCO is to create an optimal digital fitness experience. From signing up for group lessons to interactions





with a personal trainer, the CCO makes sure everything is as fun and easy as it can be.

Once the basics are in place the CCO develops the fully integrated, personalized and data driven platform. He/she is the creative and strategic mastermind who comes up with new and innovative functionalities based on own experience and extensive customer data. The CCO leads the teams that design and maintain the algorithms, platform architecture and data gathering and storage.

The CCO oversees the customer journey across all international labels and his/her work impacts the experience of each and every customer. With international expansion the work of the CCO becomes increasingly complex, therefore Olympus needs to hire an initially overqualified executive.

*“We’re building a technology-first organization and for that we need the best people we can get. Especially for the role of CCO we need nothing shy of brilliance. He/she drives future success and stands at the core of our strategy.”*

**JAN-WILLEM DOCKHEER, CEO**

## EXPERIENCE

- 10+ years of experience among others as Head of Product, given the focus on Product Development (app) in the first phase
- Strong track record in data, tech, marketing and strategy
- Sports and fitness enthusiast



AMSTERDAM



# CONTACT



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