

#VACANCY

BUSINESS DEVELOPMENT

CONSULTING EXIT

RETAIL

HEMA

Head of Strategy

HEMA is a 90 year's old Dutch retailer of unique daily life items with more than 750 branches internationally. It was recently backed by private equity fund Ramphastos and is seeking accelerated growth through further brand development, fast international expansion and advanced omnichannel retail. It has created a strategy unit and is looking for an experienced (former) strategy consultant as the Head of Strategy. This is a unique opportunity to join the beloved HEMA brand, set the strategic direction and shape the company's future.



ABOUT HEMA

HEMA is a Dutch retailer of items that enrich the daily lives of everybody. Founded in 1926, it currently has more than 750 branches in 10 countries. The essence of the brand has always revolved around offering the right balance between good and sustainable quality, in-house design and great prices.

In 2018, HEMA was acquired by investment fund Ramphastos, fueling the company's growth ambitions and strategic planning. Growth should come from further brand development, fast international expansion through franchising and partnerships, and advanced e-commerce omni-channel retail. This summer, HEMA entered the United States and Canada through a retail partnership with Walmart and the United Arab Emirates and Qatar with a franchise partner. In the local Dutch market, HEMA also has new partnerships with the Wehkamp webshop and with Jumbo supermarkets, selling branded products through third-party retail channels.

Within HEMA, the strategy office is a new department. It consists of several fields, such as program management, portfolio management, strategic reporting and strategy development. The company is increasingly taking control of its direction, including through a more sophisticated approach to the development of the multi-year strategy and the tactical plans.

ABOUT THE ROLE

Head of Strategy

The Head of Strategy leads the strategy office, which is responsible for the development of the strategy and its translation into plans as well as the creation of best practices projects. In addition, the strategy office guides and coaches project leaders on the proper execution of these projects.

AREAS AND OBJECTIVES THAT THE HEAD OF STRATEGY WILL FOCUS ON INCLUDE:

- Setting up strategic projects and programs and ensuring best practice execution, with a focus on the HEMA operating model as well as on new business;
- Governing the strategic programs and creating transparency through monthly reporting cycles (through balanced scorecards) as well as direct Supervisory Board reporting;
- Prioritizing and matching company resources through portfolio management;
- Stakeholder management throughout the organization on all matters related to strategy.



“It’s an incredible time to join such a beloved brand as HEMA: we are in the transition phase in which very high-impact decisions will be made.”

**MARTINE TOL - VAN OOSTRUM, CHIEF
BRAND & STRATEGY OFFICER**

The Head of Strategy will engage in stakeholder management across the organization and build and lead the strategy team (2-6 FTE). The role reports directly to the Chief Brand & Strategy Officer, Martine Tol - van Oostrum. This is a unique opportunity for a seasoned strategy consultant to join a PE-backed retailer and have a direct impact on the company’s strategic direction and future.



Candidate profile

EXPERIENCE

- Master’s degree
- 8 years in strategy consultancy
- Experience in retail or FMCG environments
- Proven track record in management of strategic initiative

SKILLS

- Strong leadership skills
- Self-starter and roll-up-the-sleeves attitude
- Pragmatic
- Good stakeholder management
- Strategic and tactical conceptual thinking
- Result oriented and organizationally sensitive



Amsterdam



interested?



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