



#VACANCY

**BEAT**  
Where next?

ONLINE MARKETING

OPERATIONS

SCALE-UP

## Growth Optimization Manager

Beat, Latin America's fastest-growing ride-hailing service, is conquering city by city in a highly competitive market. It relies on a stellar European-based engineering team, and their expanding Amsterdam hub requires a Growth Optimization Manager. This is a great opportunity for a data-driven growth expert with people management skills and a hands-on mentality looking to join a dynamic company.



# About **Beat**

**Beat is one of the most exciting companies in the ride-hailing space. One city at a time, this ambitious startup is making transportation affordable, convenient and safe for everyone. Meanwhile, it helps hundreds of thousands of people earn extra cash as drivers.**

Part of the prestigious Daimler Group, Beat currently operates in Greece, Peru, Chile, Colombia, Mexico, and Argentina. And this is just the beginning. In the next six months, the company plans to scale from 12 cities across six markets to as many as 50+ cities in six to eight countries.

A highly agile company, Beat learns fast and applies lessons immediately. It aggressively goes after its goals without repeating competitors' mistakes. The brilliant brains at the Amsterdam Engineering Hub are working to change how cities move. The Growth team is expanding fast as this hypergrowth startup takes on new challenges.

## ABOUT THE VACANCY

# Growth Optimization Manager

**This position provides a great opportunity for a data-driven growth expert to take charge of all incentives in a two-sided marketplace company. The Growth Optimization Manager will take on a significant budget and level of responsibility. They'll work with the Growth Lead to develop a short- and long-term growth strategy. They'll supervise and accelerate Beat's growth efforts at every stage of the user funnel across different markets.**

The Growth Optimization Manager will have a thorough understanding of the user life cycle and how to optimize it at every stage. Using quantitative and qualitative information, they'll identify opportunities for maximizing growth in both sides of the marketplace – passengers and drivers. They'll test existing and new initiatives rigorously, including referral campaigns, incentive programs, and engagement, and react appropriately to pivot spending and capitalize on opportunities.

The Growth Optimization Manager will attract, lead and retain world-class specialists to execute driver and passenger activation, engagement and reactivation campaigns. They'll work closely with Marketing, BI, Digital Media and CRM on strategic campaigns. They'll be an experienced team builder and an effective communicator who thrives on collaboration.



The ideal candidate will have managed growth and marketing activities and scaled a team in a mobile app-based company, preferably in a two-sided marketplace. They'll be itching to roll up their sleeves again at a hypergrowth startup with plenty of runways. Meticulous and detail-oriented, they'll be a hands-on macher who's obsessed with results. A retention expert with business acumen and a knack for big-picture thinking would be a great fit.

This is a terrific opportunity to define the growth strategy for an ambitious, dynamic company, and to grow along with it.

#### MORE REASONS TO JOIN BEAT

- **Competitive salary package**
- **Flexible working hours**
- **Top-of-the-line tools and equipment**
- **A great place to grow while working with the industry's most talented people**

## Candidate profile



Amsterdam

- 4+ years of analytical, operational and/or consulting experience
- Experience working with user segments to optimize product engagement
- Data-driven personality willing to take calculated risks
- Experience working with data scientists, data visualization tools, attribution modeling and data feeds
- Strong Excel and data management skills
- Experience with A/B testing
- SQL skills a strong plus



# Interesse?



**Vivian den Dekker**  
**[viviandendekker@topofminds.com](mailto:viviandendekker@topofminds.com)**