

# ABOUT YOU<sup>®</sup>

## Senior Manager Marketing Growth

The billion-dollar e-commerce unicorn About You is strategically accelerating its growth in the Netherlands. How? By appointing a market expert for the newly created role of Senior Manager Marketing Growth. The About You marketing team is a proven landing spot for successful entrepreneurs and top-tier consultants.

### Voor wie?

- Consulting exit or scale-up experience
- University degree in Business or Economics with a focus on analytics
- Thorough understanding of the Dutch market
- Self-starter
- Excellent project management skills
- Fluent in Dutch and English
- Hamburg
- Minimum of 3 years' experience

# About You

About You is one of the fastest-growing e-commerce businesses in Europe. Founded in Germany in 2014, the mobile-first fashion retailer now has a strong market position in ten countries. In 2018/19 – the scale-up’s fifth fiscal year – they were active in ten countries and generated annual revenues of €461 million. The platform offers over 1.200 brands as well as private label products and consistently focuses on personalization, inspiration, and mobile shopping.

## The growth strategy is built on three pillars:

1. **Growth categories** – When it comes to categories such as Kids Assortment and Sports Assortment, market research shows that the target audience is already on the platform. About You just needs to improve the visibility and UI to help them find their way to these sections.
2. **Innovation** – For example, About You has recently launched the innovative shopping concept [CrowdShopping](#) in Germany, the Netherlands and the Czech Republic.
3. **New markets** – About You is currently present in Germany, The Netherlands, Austria, Switzerland, Belgium, Poland, the Czech Republic, Slovakia, Hungary and Romania. And their ambitions reach much further.

With over 700 employees, About You still very much has the soul of a start-up. Everyone is inspired, driven and enthusiastic. Teamwork is agile and focused on problem solving. Throughout the organisation and the leadership team, there are many former strategy consultants, such as co-founder and co-CEO, [Hannes Wiese](#) (Roland Berger), and the Director Marketing, [Alexander Bellin](#) (McKinsey).



**"You'll be able to dive into a wide range of high-impact projects."**

*- Björn Hoppe, Head of Media & Performance Marketing*

# VACANCY

## Senior Manager Marketing Growth

This is a brand new position within the wider marketing organization, designed to oversee the activities in the Dutch market, shape the strategic roadmap and lead highly visible projects to scale the business in the Netherlands.

Due to in-depth market knowledge, and the ability to take a helicopter view, the Senior Manager Marketing Growth will be able to prioritize initiatives and help scale the Dutch business in terms of net revenue.

The Senior Manager Marketing Growth will take ownership and management of projects to address major opportunities from the conceptualization phase and the creation of business cases through to planning and stakeholder management throughout. Projects will range from market assessments and competitive intelligence to operational excellence by defining, implementing, and optimizing processes and tools.

Cooperating closely with existing teams such as Marketing Intelligence, Technology, Performance Marketing, Media, Campaigns and Product Development, the Senior Manager Marketing Growth will steer country-specific marketing channels, set budgets and ROI targets, as well as providing valuable input in marketing strategy reviews and frameworks.



# Interested?

About You works with Top of Minds to fill this vacancy.  
Contact Imke Peters for more information.

**Imke Peters**

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