



VACANCY



Global E-Commerce Manager L'OR

Jacobs Douwe Egberts (JDE) is one of the biggest players in the FMCG industry, and the biggest 'coffee pure' player in the world. L'OR's coffee plays an important role in the company's success. The Global E-commerce Manager has final responsibility over all L'OR webshops worldwide and ensures that each and every one of them excels in optimal online customer lifetime value.

For whom?

- 8+ years of experience in e-commerce
- Preferably with a pure player or with D2C/webshop experience
- Experience in an agile work environment is an advantage
- Proficient stakeholder management
- Good command of the English language (spoken and written)

About Jacobs Douwe Egberts

Over the course of 265 years, Jacobs Douwe Egberts (JDE) grew from a local grocery store in Joure, Friesland, into a leading multinational and a household name in the international coffee and tea market. Today, JDE's tea and coffee range is sold in more than 140 countries, including iconic brands such as Jacobs, Tassimo, Moccona, Senseo, L'OR, Douwe Egberts, TiOra, Super, Kenco, Pilao and Gevalia. Since 2013, JDE is part of the German private equity party JAB Holding and it was recently announced that JDE intends to go public in 2020.

JDE is known for its unrelenting drive to innovate and their desire to make an impact. Ambition, entrepreneurship and dynamism: three words that characterize the culture of the organization. Team spirit is key: people support each other where they can, and successes are celebrated together.

FORERUNNER IN DIRECT-TO-CONSUMER

The future of the FMCG industry is online. Not only is the direct-to-consumer (D2C) market very interesting, it also comes with its fair share of challenges. JDE is a forerunner in the field of D2C. Both the L'OR capsules – single and double – and its own barista machines are sold worldwide via the L'OR webshops. The Global E-commerce Manager L'OR is responsible for the management of all these webshops.





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The Global E-commerce Manager L'OR bears final responsibility for all international L'OR webshops. JDE would like to strengthen its online presence by further increasing conversion and customer lifetime value: it is up to the Global E-commerce Manager to devise and implement the strategic roadmap to success. As a key figure at L'OR, the Global E-commerce Manager is the driving force behind this growth.

COACHING COUNTRIES TOWARDS OPTIMAL CONVERSION

The main objective of the Global E-commerce Manager is crystal clear: to optimize the customer lifetime value of all L'OR webshops. She/he can rely on all the data and insights available in-house to guide the business in the right direction, while maintaining close contact with the various countries. Besides steering these countries successfully through the strategic roadmap, the Global E-commerce Manager also trains and coaches them on the road to more turnover.

MULTIDISCIPLINARY SCRUM TEAMS

JDE has been working with the agile scrum methodology for a year and a half. The Global E-commerce Manager is part of one of the three multidisciplinary scrum teams that hold sprints under the guidance of an agile coach every two weeks. The Global E-commerce Manager is fully responsible for the P&L of her/his scrum team and keeps an eye on the development of the various webshops from start to finish. The Global E-commerce Manager contributes to the entire e-commerce journey of JDE by optimizing and solidifying the ideal L'OR shopping journey. She/he reports directly to Wesley Kloppenburg, Head of E-commerce Europe.

The ideal candidate is a strong personality and has a proven track record in e-commerce, preferably coming from a 'pure player' or another relevant environment with its own webshops. A highly commercial, analytical and goal-oriented mindset is a must, as are excellent negotiation and stakeholder management skills.

"The Global E-commerce Manager is the face of all global L'OR webshops. With a commercial proposition as strong as L'OR's, all the pieces are in place to take conversion and customer lifetime value to an even higher level." – Wesley Kloppenburg,
Head of E-commerce Europe





Interested?

Jacobs Douwe Egberts works with Top of Minds to fill this vacancy.
Contact Vivian den Dekker for more info.

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