



#VACANCY



## Market Insights Manager

Royal De Heus is a global top-15 player in the animal feed industry with the ambition to grow further. The Market Insights Manager plays an important role in the company's growth strategy. This new role ensures the professionalization and standardization of market insights to drive and influence decision-making and to support the company's expansion.

### For whom?

- Minimum of 5 years' experience
- Entrepreneurial mindset, international working environment
- Support in market insights, strategy formation and M&A
- Strong analytical skills
- Self-starter with strategic vision and hands-on mentality

## About De Heus

Royal De Heus has been in business for over 100 years, during which time it has developed into one of the largest family-owned businesses in the Netherlands. In the past two decades in particular, the company has expanded globally through building greenfield factories and a number of acquisitions. This enabled the company to evolve from a regional Dutch player into a major international animal feed producer. Currently, De Heus has 65 production sites in 17 countries and is active in more than 75 countries, employing over 7,000 people.

With its international network, De Heus wants to further capitalize on the growing demand for animal feed. The company has a strong entrepreneurial spirit, is financially healthy and has a business model that is scalable. De Heus sees it as its mission to guarantee its continuity as a family-owned business and to become the leading player in the animal feed market.



## Market Insights Manager

In order to facilitate their growth and to manage an increasing number of strategy and M&A projects, the Business Development department was set up two years ago. This department reports directly to the CEOs Co and Koen de Heus and is managed by Hein Brenninkmeijer, Group Director Business Development. Together with the department, he has completed several successful acquisitions in Indonesia, Ukraine, Serbia, Brazil and Spain, amongst others. The department is also the driving force when it comes to strategy formation, both at group- and local level.

In order to ensure effective management of their growing business, the need for market intelligence is increasing. For this reason, the Business Development department is expanding. The Market Insights Manager, a new role, will be responsible for building up the market intelligence function. This person brings structure to the way the company looks at the market, generates reports, and is the driving force behind the future growth of De Heus through his/her involvement in the commercial due diligence during acquisition processes. The Market Insights Manager looks for opportunities to expand the activities and provides fact-based analysis in strategic decisions.

The Market Insights Manager researches and analyzes the global animal feed markets, the most important players and the strategic position of De Heus in those markets. Together with colleagues from Business Development and other departments, the Market Insights Manager identifies interesting new markets, looks at ways to enter them and analyzes existing markets in order to assess how De Heus can strengthen its position. He/she also assesses the commercial appeal of potential acquisition targets. To this end, the Market Insights Manager builds a network of internal- and external stakeholders and industry experts.



A minimum of 5 years of experience in an analytical position is required to fulfill this role (for instance in market intelligence, equity research, investment banking or consultancy).

He or she is a strategic thinker and can clearly communicate findings (in Dutch or English) to a broad audience. It is also important that the Market Insights Manager not only recognizes opportunities but also knows how to seize / utilize them. He/she is entrepreneurial and knows how to make use of his/her networking capabilities to get the relevant information and insights with the right people. Furthermore, this individual is confident in his/her analytical abilities and is not afraid to roll up his/her sleeves. The Market Insights Manager builds the market intelligence function independently and advocates the use of intelligence within the company.

**“De Heus is run by a very entrepreneurial family with the ambition and drive to further grow the business globally. As Market Insights Manager you can be of great value to De Heus in the area of strategy and M&A, with the whole world as your playground.”**

*- Hein Brenninkmeijer - Group Director Business Development*

The Market Insights Manager will work in a dynamic company with a healthy commercial spirit. De Heus has plenty of opportunities to grow internationally and supports employees in achieving their goals.



# Interested?

De Heus works with Top of Minds to fill this vacancy.  
Contact Annelijn Nijhuis for more information.

**Annelijn Nijhuis**

[annelijn.nijhuis@topofminds.com](mailto:annelijn.nijhuis@topofminds.com)

