



Lead Strategy Office Market Leaders

When you are a market leader, growth is not necessarily the solution to your challenges anymore. To stay abreast in the Benelux, ING is assembling a new Strategy Office which will focus on consumer insights and data-driven innovation. The Lead role is an excellent landing spot for Strategy Consultants at Associate Partner / Principal level as well as a preparation for future senior management positions.

For whom?

- Current Associate Partner / Principal at a top-tier strategy consulting firm
- Strong knowledge of the Financial Services sector
- Track record of high-impact projects
- Excellent analytical and execution capabilities
- Strong cultural and organizational sensitivity
- Naturally collaborative
- Ability to display style flexibility to teams and adapt plan and behavior

About ING

ING is a global financial institution with a strong European base and growing presence in the rest of the world. With more than 56,000 dedicated employees, the bank offers retail and commercial banking services to almost 40 million customers in over 40 countries. The mission is empowering people to stay a step ahead in life and in business. The COVID-19 crisis has made this mission even more urgent.

The ambition is to become the primary bank for more customers through growing the share of payment accounts with recurrent income and at least one other product with ING. This can only be achieved by creating and maintaining a differentiating customer experience. The practical implications vary per market as they depend on ING's current market position. Therefore, they have divided the organization into Market Leaders (Netherlands, Belgium and Luxembourg), Challengers (Germany, Austria, Spain, Italy, France and Australia) and Growth Markets (Poland, Turkey, Romania and Asia).

Strategy Office Market Leaders

ING currently has leading market positions in retail banking and wholesale banking services in the Benelux. In these countries, ING has a wide variety of strategic projects, ranging from Unite BE+NL and the New Agile Way of Working to further digitization efforts and a number of Know-Your-Customer (KYC) initiatives. They are now assembling a new team, Strategy Office Market Leaders, to create more alignment, ongoing support and broader embedment for such strategic projects.

The Strategy Office will provide business partners with the expertise to solve their complex business issues, alignment with other functions including Global, and to safeguard the strategy of ING Group and Market Leaders. The Strategy Office will consist of a team of four FTE (the Lead, two Business Consultants and a Business Manager). ING is teaming up with Top of Minds to find the right candidate to lead the new Strategy Office.



"The pandemic has had a deep impact on people's jobs and finances. People are worrying about paying back mortgages, loans and credit cards. We feel the responsibility to support customers in navigating through the financial challenges. So we're offering things like payment deferrals and advice while implementing national schemes and supporting companies to alleviate those concerns."

– Pinar Abay, Head of Market Leaders



Lead Strategy Office Market Leaders

The Lead Strategy Office will drive strategic priorities across the Market Leaders organization. The high level of exposure to a wide range of strategic projects and to leaders throughout the organization makes this a very senior landing spot for a strategy consultant at Associate Partner/ Principal level, opening further career opportunities.

The Lead Strategy Office will collaborate closely with and report directly to the Head of Market Leaders, Pinar Abay. She is a member of the Management of Banking Board and joined ING in 2011. Before that, she was a Partner at McKinsey in Turkey.

The main responsibilities of the Lead include:

1. Initiating the Strategic Review to ensure alignment across the Market Leaders organization;
2. Translating the Think Forward Strategy and changing customer behavior into business outcomes and ensuring that the Market Leaders organization stays on track with the right priorities. This involves maintaining the long-term perspective while continuously developing relevant interventions and initiatives;
3. Tackling complex business challenges, advising senior leadership and driving decision making and execution;
4. Proactively anticipating dependencies, resolving impediments with stakeholders, collaborating with those who need to contribute to specific initiatives and encouraging new collaborations across countries, squads and chapters.
How? By creating awareness and understanding, leveraging on diversity and communicating effectively.

The Lead Strategy Office will generate tangible results by collaborating with people throughout the Benelux, without relying on hierarchical structure or formal committees to do so. Needless to say, this position requires an understanding of the context in the Netherlands, Belgium and Luxembourg as well as a high level of cultural and organizational sensitivity.



Interested?

ING works with Top of Minds to fill this vacancy.
Contact Roland Vetten for more information.

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