



Global Commercial Manager E-commerce D2C

E-commerce continues to grow as an important channel for JDE. To capitalize on this trend, they are hiring a new Global Commercial Manager E-commerce D2C, responsible for the direct-to-consumer channels for the brands L'OR and Tassimo at a global level. This vacancy is an opportunity to make a tangible impact in a complex multinational environment with stakeholders across various functional departments and local markets.

For whom?


- Minimum of 10 years' experience
- Within FMCG
- DTC sales and/or marketing
- E-commerce platforms
- Online marketing channels and tooling

Jacobs Douwe Egberts

Within the coffee industry, the e-commerce channel is developing rapidly. As the biggest coffee and tea company in the world, Jacobs Douwe Egberts (JDE) has anticipated this trend. In response, they are accelerating their existing direct-to-consumer (D2C) platforms to work in harmony with their other retail and commercial channels.

Over the last 265 years, JDE has grown from a Dutch small-town grocery store into a leading multinational with a footprint in over 140 countries. Their iconic brands include Jacobs, Tassimo, Moccona, Senseo, L'OR, Douwe Egberts, TiORA, Super, Kenco, Pilao, and Gevalia. As of 2013, JDE is owned by the German private equity firm JAB Holding. 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. Ambitious, entrepreneurial, and dynamic: 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.



"The evolution of Digital and E-commerce in the coffee industry has been rapid and enabled us to connect with our customers and consumers beyond the boundaries of traditional trade relationships. This is an opportunity to accelerate our online growth and leave your mark on the organization."

- Ludovic Auffret, Director Global E-Commerce



VACANCY

Global Commercial Manager E-commerce D2C

The purpose of this role is to set L'OR and Tassimo up for future growth. The Global Commercial Manager E-commerce D2C will develop the international D2C strategy for these brands, and implement it together with the local teams. This is a strategic and commercial opportunity to make a lasting impact in a fast-paced, collaborative, and international environment.

The Global Commercial Manager E-commerce D2C will be a member of the global E-commerce, Digital and Media Team. This is an experienced team of digital experts responsible for global strategy development and orchestrating activities in close alignment with local markets and global departments. The way of working is always based on high-level insights into business impact, feasibility, and costs.

The scope of this challenge will include product, online marketing, sales, technology, stakeholder management, and team development. The Global Commercial Manager E-commerce D2C will share P&L responsibility with the countries.

To achieve the aforementioned goals, this professional will continuously develop the product vision and the commercial proposition of the D2C channels in harmony with JDE's other retail and commercial channels. The role also includes responsibility for sales forecasts, preparing management reports, and optimizing sales performance. This professional will lead the teams responsible for CRM, Content, Promotions, and Campaigns, as well as building managing, and coaching two D2C scrum teams. As the leader of these teams, this professional will set KPI's, evaluate the performance, and improve business processes. The Global Commercial Manager E-commerce D2C will also initiate and actively engage in new business opportunities and collaborations to grow online and omnichannel sales.





Interested?

Jacobs Douwe Egberts works with Top of Minds to fill this vacancy.
Contact Marlies Hoogvliet for more info.

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