

CANDIDATE PROFILE

# Digital Strategy Consultant



## For whom?

- Minimum of 5 years' experience in top tier (strategy) consulting firm with focus on digital / IT
- Experience with customer-centric methods
- Willingness to travel
- Global mind-set and ability to deal with various nationalities



**“We have a lot going on in the Amsterdam office, and our business is expected to expand rapidly both locally in The Netherlands as abroad in 2021. We’re increasingly working in fintech and building our capabilities there. Healthcare and Retail are our other major growth areas. We recently celebrated the launch of a digital bank in the Middle-East. But we also have Dutch clients who are a bike ride away and we often work remotely.”**

**Stephan Hartgers,  
VP Digital Strategy**

# mobiquity





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## ABOUT THE COMPANY

# About Mobiquity

Mobiquity builds meaningful digital solutions for world-class clients across the globe. Whether it's a virtual cooking assistant, the first ingestible sensor or a cutting-edge banking platform, they're on it.

With in-house expertise ranging from creative and strategy to engineering, analytics and cloud, they deliver the full spectrum, from creating digital strategy to delivering applications that are always cloud based and well integrated with the client's IT infrastructure. Mobiquity partners with top service and technology providers such as Amazon Alexa, AWS and Backbase to bring users powerful digital experiences.

Mobiquity is a US-based company with a global footprint of 10 offices the US, The Netherlands and India. In the Amsterdam office, Mobiquity handles business in EMEA and Asia. With more than 200 employees from 40-plus countries, it has been growing fast yet remains small enough that team members have plenty of direct contact with each other.





VACANCY

## Digital Strategy Consultant

**With double-digit annual growth over the last years, Mobiquity's Amsterdam office has been taking on exponentially bigger projects and budgets. It needs a seasoned Digital Strategy Consultant with the skills to lead and manage large initiatives and beyond. They'll join an 10-person team (former consultants from a.o. McKinsey, Accenture, PwC) within the Digital Strategy competence.**

The Digital Strategy Consultant will work with clients to complete projects in around three to six months, delivering value from the word go. With designers, engineers, developers and other experts, they'll build strategies and concrete tools to smooth away frictions, gain traction and keep it. Since innovation doesn't just happen on the business or IT side, they'll be comfortable working both. A hardcore digital strategy expert, they'll have the methods and techniques to lead clients through difficult processes, from ideas and slides via workshops and testing all the way to the final product. Experience with fintech is a plus.

The successful applicant will have worked with digital strategies and CX design, also understands digital solutions and knows what it takes to build an MVP of a digital solution. They'll receive training in Mobiquity's digital traction methodology, which guides organizations in managing innovation, all the way from identifying needs through developing and optimizing solutions to implementing and scaling solutions.

## Recently, Mobiquity has:

- helped the customers of Rabobank to make transactions to each other on the basis of a mobile phone number.
- Launched the mobile-only bank Ila in the Middle-East from scratch, developing the value proposition and enterprise architecture and then designing and delivering the entire banking solution.
- Helped InterContinental Hotels Group develop conversational UI to let guests in their hotel room to control temperature and ambiance, request amenities and order room service.
- Helped ensure schizophrenia patients take their medicine by supporting a pharmaceutical company to develop the first FDA-approved digital medication system with an ingestible sensor.

## Interested?

Mobiquity works with Top of Minds to fill this vacancy. Contact Catherine Visch at [catherine.visch@topofminds.com](mailto:catherine.visch@topofminds.com) for more information.



**“A high-level performer can continue to deliver excellence in an environment that needs and recognizes it, while achieving a decent work-life balance at the same time.”**

**Stephan Hartgers,  
VP Digital Strategy**