



CANDIDATE PACK

# Retail International Operational Lead

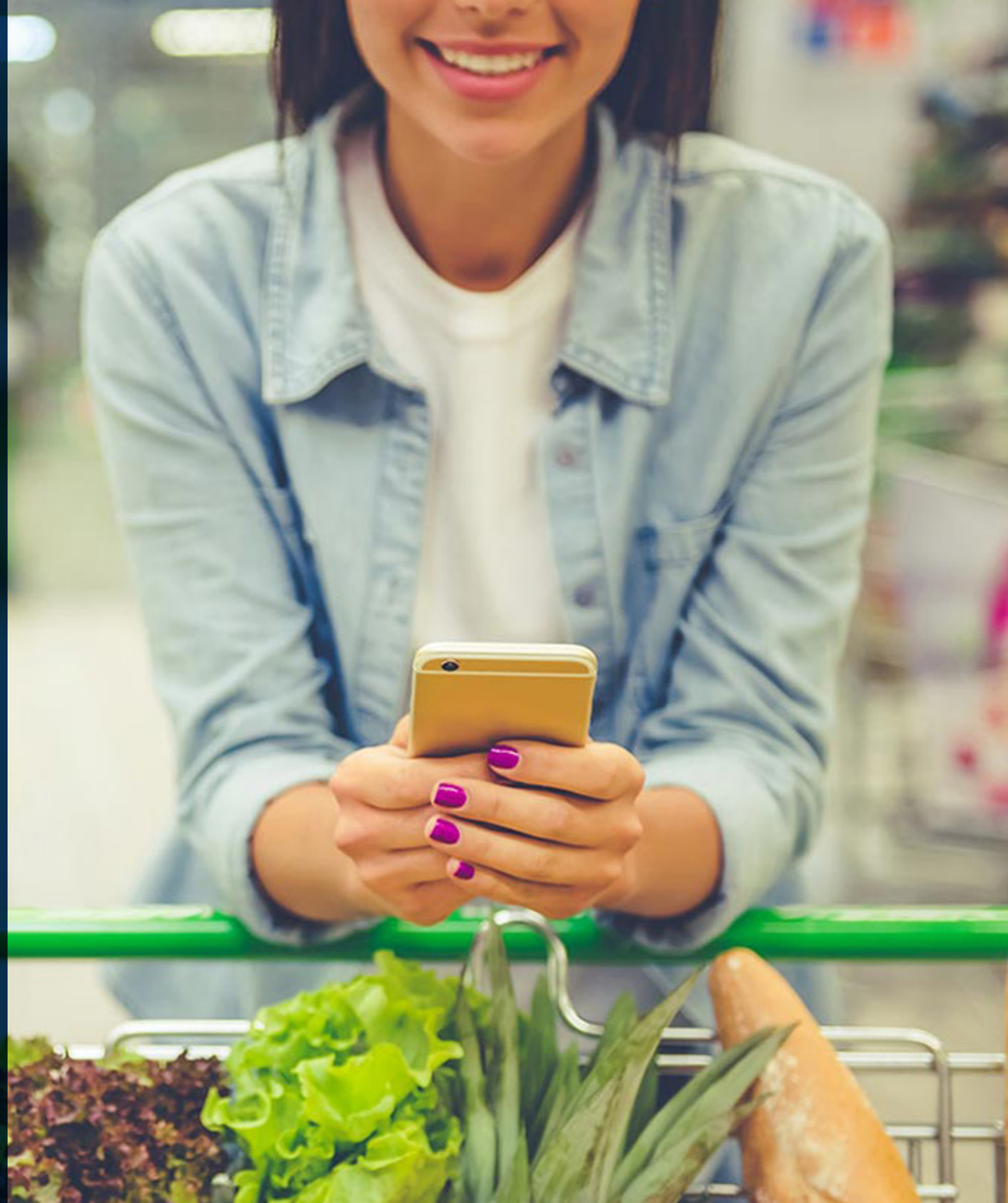
## For whom?

- 8+ years of work experience in operational management roles
- Ideally in retail or FMCG
- Experience in a start-up or scale-up environment
- Change management
- Operational
- Strategic
- Strong communicator
- Hands-on
- Results oriented





Since its inception in 2011, Roamler has grown into the largest crowdsourcing platform in Europe. This Dutch scale-up is now active in 11 countries, and that is just the beginning. The next step: conquering all of Europe. That means the international operation needs to be streamlined and optimized, the perfect challenge for the new Retail International Operational Lead.



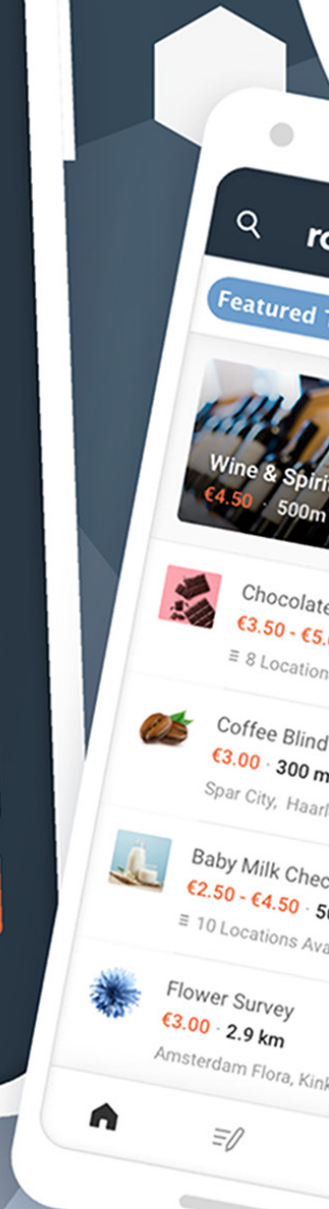
## About Roamler

The coronavirus crisis has made it painfully clear how important it is to be smart and efficient with personnel. Plenty of organizations with large employee populations are now facing frustration and uncertainty. On the other hand, there are companies making smart decisions around people and capacity – using marketplaces like Roamler, for example.

As Europe's first and largest crowdsourcing platform, Roamler is at the forefront of efficiently and successfully delivering flexible hires for the retail, healthcare, and tech sectors. With double-digit growth rates in recent years, and the multimillion-euro investment Roamler received last year (more on that later), they are quickly becoming the go-to supplier for flex workers across Europe.

### A turnkey client solution

Roamler was founded in 2011 by Jeroen ten Haave and Martijn Nijhuis. Driven by the belief that task-oriented work through crowdsourcing is the future, these entrepreneurs unleashed a revolution in the field marketing industry. Roamler started out as a "smart marketing agency for the retail sector". Over the years, it has grown into a leading platform that provides the largest European



FMCG manufacturers, consumer brands, PCGs, and retail chains – including names like Unilever, P&G, and Red Bull – with valuable data and sales services. Roamler provides a turnkey solution that guides its clients efficiently, quickly, and effectively towards sustainable, flexible solutions to business problems.

### €20 million in funding

This scale-up is growing at an impressive rate. Last year, the company raised €20 million in investment, money they are using to accelerate growth across Europe and expand installation services internationally. The Retail International Operational Lead will be at the helm of the internal transformation at the foundation of that plan.





VACANCY

## Retail International Operational Lead

**Each country is currently managed by a Country Manager. To accelerate growth, Roamler is transitioning to a centrally managed matrix organization. The responsibility for the operation in the current and new countries will be completely within the Retail International Operational Lead's remit. The ultimate goal is clear: operational excellence across Europe.**

To make that happen, the Retail International Operational Lead will build a rock-solid, high-performing team with a keen focus on customer and crowd satisfaction, and they will make sure customer success teams are fully aligned across the organization. The Retail International Operational Lead will constantly be looking for ways that the Customer Success Managers in different countries – who they will be directly managing – can take things to the next level. Experience in managing international teams and understanding the cultural differences that come along with that are a must.

### **Strategic and Operational**

The Retail International Operation Lead is a new role within the organization. That brings with it plenty of opportunities for shaping and personalizing the role, but it comes with certain challenges, as well. In this fast-growing scale-up, not all processes are set in stone. In fact, the Retail International Operational Lead will also need to take a critical look at

Roamler's current structure and offer suggestions for improving its future-proofing efforts.

That does not stop with pitching ideas. On the contrary, the Retail International Operational Lead will also take the lead in implementing those ideas and rolling them out. That makes this role both strategic and highly operational. They will report directly to the COO, Ingeborg Lampe.


### **High-performance mentality**

Roamler is a young, dynamic, fast-paced organization. Both entrepreneurship and a healthy competitive spirit are deeply rooted in the organization's DNA. Roamler employees have a high-performance mentality and the drive to make a difference and grow Roamler together at a rapid pace.

The ideal candidate has experience in change management and operational excellence, preferably in retail or FMCG. They should be skilled in taking the strategy perspective, but not afraid to get their hands dirty when necessary. So, a hands-on, results-oriented mindset is key. More than anything, the ideal candidate should be an ambitious, flexible go-getter with the right drive and determination to get Roamler ready for the next phase. ■

## **Interested?**

Roamler works with Top of Minds to fill this vacancy. For more information contact [annelijn.nijhuis@topofminds.com](mailto:annelijn.nijhuis@topofminds.com)



**“Our teams are in different phases in every country. That demands a flexible lead who can offer each team and each individual the practical help and strategic direction they need. With the solid high-performing team that the Retail International Operational Lead will be able to put in place, Roamler can take the next step with confidence.”**

**Ingeborg Lampe, COO**