



**CLIENT
CONFIDENTIAL**

VACANCY

Head of Customer Proposition

REQUIREMENTS

- 10+ years of work experience
- Experience developing and delivering digital-first customer propositions
- Preferably background in fintech

 Amsterdam  Minimum of 10 years' experience



The new digital bank is the working title of a new European bank with fintech DNA that entrepreneurs can turn to for unparalleled digital services. The Head of Customer Proposition will be responsible for the end-to-end success of new digital propositions, and they'll have the opportunity to help build the bank from the ground up.



About the new digital bank

An experienced, ambitious team is building a new European bank under the working title 'the new digital bank'. This new bank – at the intersection of banking and fintech – will help entrepreneurs achieve their goals in these macro-economic and technologically fast paced times.

A typical customer for the new digital bank is a company with an annual turnover of between 1 and 50 million euros. The bank is also open to individual clients. They'll still receive old-fashioned interest on their savings and be supporting SMEs at the same time.

The new digital bank is making significant investments in new technology. They've developed outstanding digital services that are faster, better, and more customer-oriented than what you'll find at traditional banks. The bank also has an eye for tailor-made solutions. Their strong customer focus means they can offer exactly what each individual entrepreneur needs to be successful in the long term.

The new digital bank is a start-up with a rock-solid foundation. A large, international investor has committed tens of millions, and the new bank already has a Dutch banking license. That's given the team the tools they need to get off to a flying start. From its headquarters in Amsterdam, the new digital bank provides innovative, digital propositions that'll soon be taking Europe by storm.



VANCANCY

Head of Customer Proposition

The Head of Customer Proposition is a digitally demanding role. They'll take on end-to-end responsibility for the design and delivery of new digital propositions. The Head of Customer Proposition will provide an unparalleled customer experience and innovative solutions that truly help entrepreneurs across Europe.

The Head of Customer Proposition will guide the entire process, from concept to prototype to marketing and actually bringing in the first customers. That requires not only extensive product and tech experience, but also a strong commercial mindset and good sense of how to build a brand.

The Head of Customer Proposition's approach will be built on in-depth understanding of the customer. They'll develop powerful digital propositions based on customer needs that appeal to a wide range of entrepreneurs and are incredibly scalable. The Head of Customer Proposition will work closely with colleagues, including Product Delivery and Product Owners.

The Head of Customer Proposition will design customer journeys and contact



strategies that lead to high engagement and customer satisfaction. They'll decide how entrepreneurs go through the funnel, step by step, and which digital, automated, or personal interaction will lead to the best result. So it's their job to make sure that every interaction is geared to provide the best experience for the customer.

The end-to-end responsibility for new propositions makes this role extremely broad and versatile. The Head of Customer Proposition at the New Digital Entrepreneurs Bank will also have the opportunity to develop completely new digital propositions and help build the bank of the future from the ground up. ■



Interested? The new digital bank works with Top of Minds to fill this vacancy. To express your interest, contact Vivian Linker at vivian.linker@topofminds.com.



“By joining the team now, the Head of Customer Proposition will have a unique opportunity to help build a new, digital-first bank.”
- Chief Customer Officer