

VACANCY


# Global Brand & Marketing Lead

## REQUIREMENTS

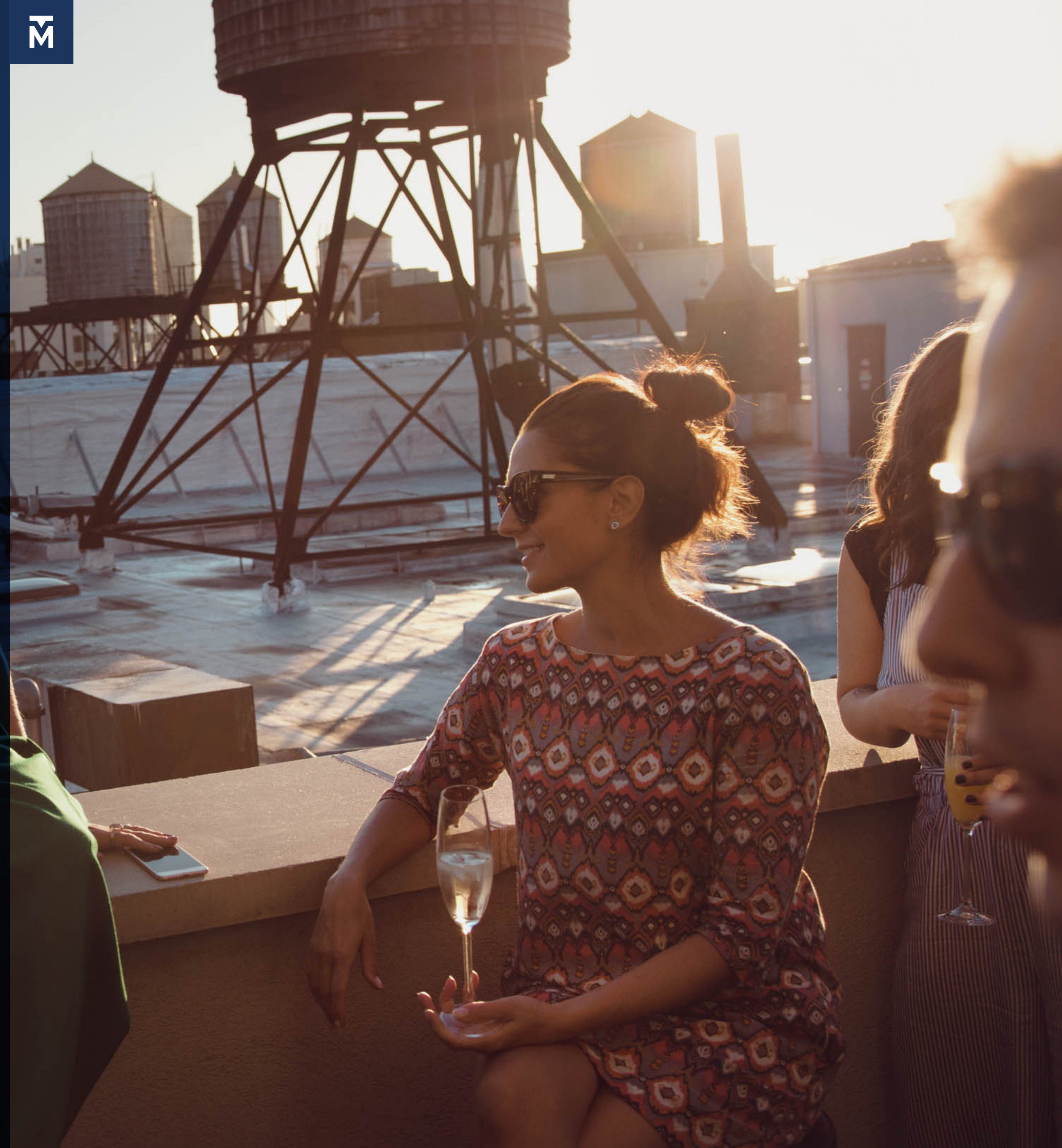
- Minimum of 10 years of experience
- Experience in creating a global marketing strategy and brand direction
- Experience in building a high performing team
- Experience with lead generation and go to market strategies
- Experience or strong affinity with the digital technology industry
- Based in Amsterdam or Helsinki

Amsterdam 10 years of experience





**Reaktor is a top-notch digital technology agency that creates digital products, services, and strategies for global brands like KLM, adidas, and KONE. The Global Brand and Marketing Lead is responsible for global marketing operations, from strategy to implementation and demand generation. This is an excellent opportunity for a seasoned B2B marketing professional with a non-hierarchical mindset to take Reaktor to the next level.**







## ABOUT THE COMPANY

# About Reaktor

**Reaktor is a creative technology consultant focused on high-performance engineering and top-notch execution in a range of products and services, including mobile applications, UX design, software development, cloud, machine learning and artificial intelligence. The company is a premium partner to forward-thinking organisations and works with international names like KLM, adidas, HBO and KONE.**

Reaktor was founded in Helsinki around 20 years ago. Today, the company has more than 550 employees in seven cities around the world. From New York to Tokyo, each office has a high degree of autonomy around strategy and execution while still benefiting from the expertise of the international Reaktor network. The Amsterdam office was opened three years ago and now has a 42-member team serving clients all over Europe.

When it comes to culture, Reaktor is a progressive company with a flat organizational structure and without a management team making decisions. Instead, leadership is distributed throughout the organization, giving transparency on how decisions are made and allowing everyone in the company to be involved. This encourages an open-minded environment and a sense of “we”.







VACANCY

## Global Brand and Marketing Lead

**The Global Brand and Marketing Lead reports directly to the CEO in Helsinki and has a key role both in planning and execution, charged with the task of scaling up growth-oriented marketing operations globally. The first step is to direct the strategy process by building and implementing the global marketing strategy, including the renovation of the brand identity and adaptation to further European and US expansion. The role also covers the marketing budget, including prioritization of new markets and setting budget allocation accordingly. Implementation of the global marketing strategy should result in tangible business growth. This requires an agile and hands-on approach, determining the necessary steps for growth and then taking action.**

Reaktor's marketing philosophy is based on creating educating, engaging campaigns and content that turn into phenomena, and building strong thought-leadership in the eyes of both potential clients and recruits. Reaktor's marketing has been mainly focused on building strong brand awareness and employer image to attract the world's best programmers – activities like organizing the Coding World Championships, introducing a free code school for kids (that the president of Finland ended up participating in), building a free online course Elements of AI aiming to educate one per cent of the world's population on the basics of AI, and so on. In Finland, these initiatives, together with day-to-day marketing activities, have led to exceptionally strong brand recognition and employer image and Reaktor has been named as the best place to work many



years in a row. The next big challenge is to scale these marketing operations globally. As the level of ambition in terms of global growth increases, new capabilities such as growth marketing have also been introduced and developed to support demand generation and co-operation between the sales and marketing teams in Reaktor's main growth markets.

The marketing team consists of Reaktor-grown professionals and the Global Brand and Marketing Lead will bring fresh and senior experience into the company. As such, this position entails both global responsibility of the marketing operations and building and guiding the marketing team.

Overall, many open questions on how to scale marketing operations internationally remain, so the Global Brand and Marketing Lead has a lot of freedom and flexibility to shape and impact the role. This is an exciting opportunity for a tech-savvy, seasoned B2B marketing professional to enter a top-notch digital technology company and take on its global marketing operations.

The position can be either based out of the Amsterdam or Helsinki office. ■

**Interested?** Reaktor works with Top of Minds to fill this vacancy. To express your interest, contact Gijs Millaard at [gijs.millaard@topofminds.com](mailto:gijs.millaard@topofminds.com)



“Most exciting about the position are the many open questions on what and how in our international marketing. We are on the eve of scaling our marketing operations globally.”

Kristiina Ranki, Marketing lead Europe