



MID-LEVEL EXECUTIVE SEARCH

Introduction to the Top of Minds methodology for the 80-300k salary segment





WE ARE MARKET LEADER IN THE MID-LEVEL EXECUTIVE SEGMENT

thanks to our hybrid on & off-line approach which fits well with the modern professional in the 80-300k salary segment

DIGITAL MARKETING

through hyper-targeted **on-line engagement** we connect with thousands of professionals every day


PERSONAL ACTIVATION

Working from a relationship of trust our personal follow-up yields a **very high conversion to application**



CANDIDATE PACKS DRIVE ENGAGEMENT

our story-telling focuses on career benefits



atida

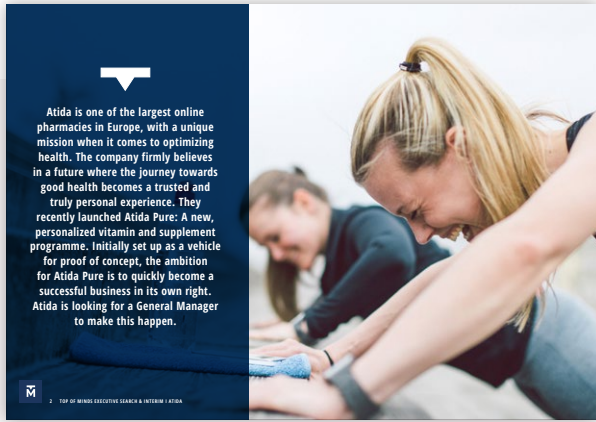
CANDIDATE PACK

GM Atida Pure

1 TOP OF MINDS EXECUTIVE SEARCH & INTERIM | ATIDA

For whom?

- Experienced leader with a background in e-Commerce, Scale-ups, Digital native environments, and/or Strategy Consulting
- With a passion for health
- With strong strategic, people leadership, and operational capabilities
- All (country) / BU executive level



Atida is one of the largest online pharmacies in Europe, with a unique mission when it comes to optimizing health. The company firmly believes in a future where the journey towards good health becomes a trusted and truly personal experience. They recently launched Atida Pure: A new, personalized vitamin and supplement programme. Initially set up as a vehicle for proof of concept, the ambition for Atida Pure is to quickly become a successful business in its own right. Atida is looking for a General Manager to make this happen.

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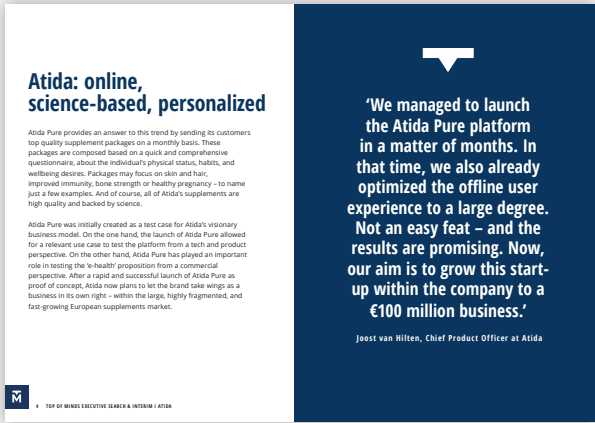
ABOUT THE COMPANY

Quantified self: the future of health

Long before COVID a trend toward 'quantified self' has been on the rise – the concept of individuals actively taking charge of their wellbeing, with data-driven tools, products, apps, and knowledge. This is not surprising, since the chances of facing lifestyle-based health problems (from diabetes to depression) have increased drastically in the past decades.

2020 obviously acted as a pressure cooker on this topic. From a preventative perspective, something as simple as catching a cold has become something we would love to avoid - so how can we boost our immune system? More broadly speaking, how can we take care of ourselves - mentally and physically - when our world has become the space between our four walls? In the near future the urgency of these questions will only increase further. In the long term, the demand for mental and physical self-care and optimized wellbeing continues to grow.

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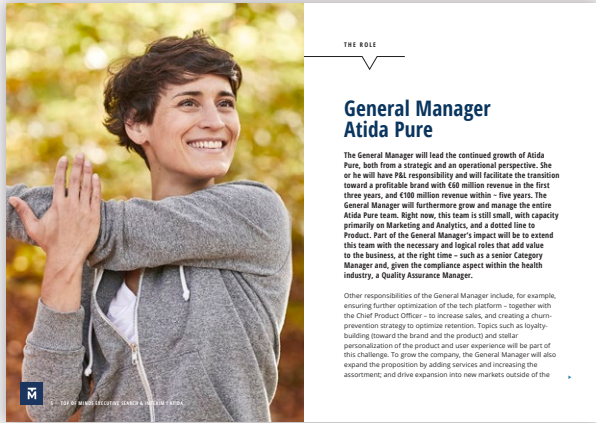


Atida: online, science-based, personalized

Atida Pure provides an answer to this trend by sending its customers top quality supplement packages on a monthly basis. These packages are composed based on a quick and comprehensive questionnaire, about the individual's physical status, habits, and wellbeing desires. Packages may focus on skin and hair, improved immunity, bone strength or healthy pregnancy - to name just a few examples. And of course, all of Atida's supplements are high quality and backed by science.

Atida Pure was initially created as a test case for Atida's visionary business model. On the one hand, the launch of Atida Pure allowed for a relevant use case to test the platform from a tech and product perspective. On the other hand, Atida Pure has played an important role in testing the 'health' proposition from a commercial perspective. After a rapid and successful launch of Atida Pure as proof of concept, Atida now plans to let the brand take wings as a business in its own right - within the large, highly fragmented, and fast-growing European supplements market.

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THE ROLE

General Manager Atida Pure

The General Manager will lead the continued growth of Atida Pure, both from a strategic and an operational perspective. She or he will have full responsibility and will facilitate the transition toward a profitable brand with €60 million revenue in the first three years, and €100 million revenue within five years. The General Manager will furthermore grow and manage the entire Atida Pure team. Right now, this team is still small, with capacity primarily on Marketing and Analytics, and a dotted line to Product. Part of the General Manager's impact will be to extend this team with the necessary and logical roles that add value to the business, at the right time - such as a senior Category Manager and, given the compliance aspect within the health industry, a Quality Assurance Manager.

Other responsibilities of the General Manager include, for example, ensuring further optimization of the tech platform - together with the Chief Product Officer - to increase sales, and creating a churn-prevention strategy to optimize retention. Topics such as loyalty-building toward the brand and the product and tailor personalization of the product and user experience will be part of this challenge. To grow the company, the General Manager will also expand the proposition by adding services and increasing the assortment, and drive expansion into new markets outside of the

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current scope of the Netherlands and Germany.

Entrepreneurial talent

Atida Pure is a start-up within a scale-up. The role of the General Manager therefore has a highly entrepreneurial component. The candidate ideally has experience in a Digital Native environment or as an E-commerce pure player. Additionally, given the relatively complex P&L structure of the subscription model, an MBA and experience with subscription businesses are a plus. Important furthermore, is the candidate's intrinsic affinity with the topic and product. Expertise with health, pharma, or supplements is not necessary, but a true interest in learning about the product, and a strong belief in the mission of Atida, are crucial.

This role is an exciting next step for a successful leader who has proven their worth in a strategic, commercial and/or digital environment. Atida Pure's potential for growth makes this opportunity highly exciting for candidates with entrepreneurial ambitions. The role of General Manager at Atida Pure provides the right candidate the chance to prove their worth in building a disruptive and successful business from the ground up.

Interested?

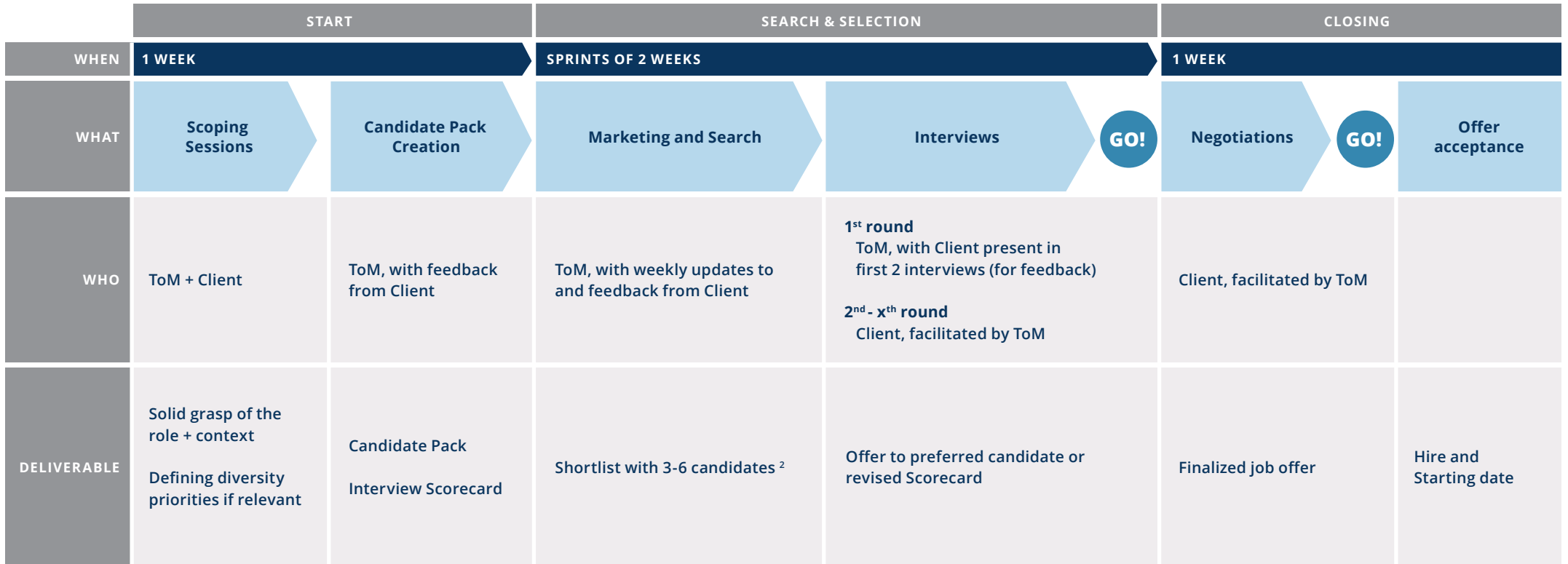
Atida works with Top of Minds to fill this vacancy. Contact Marlies Hoogveld: marlieshoogveld@topofminds.com

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OUR EXECUTIVE SEARCH PROCESS IS AGILE

with a 2 week sprint process at its core



¹ Depending on level and complexity of the role ² Depending on market and role



OUR REPORTING IS WELL-STRUCTURED

establishing a high quality recruitment process

TOP 5 CANDIDATES

EXAMPLE

John Smith
The Fast Company

Somewhat sales-oriented appearance, with honesty and integrity below the surface. Outspoken can-do attitude, result-oriented approach. Seen many HR organizations, but always as a consultant.

Paula Smith
The Smart Company

The most logical candidate on paper. All-round profile with experience in introducing an agile way of working at The Allround Company



Anthony Smith
The Best Company

No HR experience, but makes a conscious choice to end his management career towards GM for this. Combines consulting with line management in a consumer goods environment.

Femke Smith
The Flex Company

Some of the candidates are on the heavy side. Femke is the lighter version. All-round HR profile, but managerially less experienced. However, passed cognitive tests with flying colors and thus qualified as a strong talent.

Michael Smith
The Global Company

Mindful, deliberate, constructive. Strong systems thinker. Position at The Bright Company very similar to HQ with highly qualified personnel. Manages a team of 20 HRBP. Interesting crossover with IT.



PREFERRED CANDIDATE

Paula Smith
Head of HR, Leadership & Talent services
the smart company

EXAMPLE

CRITERIUM		0	1	2	3	4
Impact	Makes a powerful impression. Know how to influence effectively					●
Education	University work & thinking level					●
Quality work experience	Worked in different roles & organizations. The diversity of work experience makes him / her versatile					●
Progression	Career progression shows quality and the different steps make profile all-round					●
Pragmatics	MacGyver: Comes with practical and relevant suggestions					●
Abstraction level	Shows understanding quickly. Will be able to follow the team leader easily. Makes decisions based on facts					●
No-ego	Is genuinely willing to accept a non-executive role					●
Drive	Still has youthful enthusiasm. Shows passion					●
Leadership experience	Is used to control larger teams 20+ with layering. Provides good examples of effective leadership					●
Understanding of e-tail	Shows relevant insight into the business model and strategy of the team					●
Love for team proposition	Sincerely believes that the team makes the world a better place					●
Click	Someone that a team member will easily click with				●	
Authenticity	Is open and transparent					●
Involvement	Style of communication is warm, sensitive and personally interested					●

Synthesis of Top of Minds assessment:

- ✓ Motivation
- ✓ Talents
- ✓ Personality
- ✓ Proven success
- ✓ Culture fit
- ✓ Salary expectations
- ✓ Cognitive testing



OUR PRICING IS TRANSPARENT

and geared towards success

MEDIA BUDGET

To maximize visibility of your vacancy throughout our target group, we use a mix of on-line media for hypertargeted campaigning

We charge a media budget of € 2.500 for out-of-pocket costs on advertising

RESEARCH RETAINER

Our search work is exclusive and dedicated. To make sure you get maximum return, a dedicated researcher is booked on your assignment

We charge an up-front retainer of 5% of the first annual salary including on target bonus

SUCCESS FEE

Most of our payment is contingent. This success-fee is payable upon reaching an employment agreement with your new team member

We charge a success fee of 20% of the first annual salary, in addition to the retainer

WARRANTY

Should your new hire leave with you for reasons other than downsizing or reorganizing your venture, we offer a replacement search free of charge

Should your new hire leave within the first 6 months of employment, we replace for free



WE HAVE A SPECIALIST IN EVERY FIELD

and they're all digital natives



Auke Bijnsdorp
Functional expertise
Strategy

Sector spike
Tech



Janko Klaijzen
Functional expertise
General Management

Sector spike
Consumer Goods



Roland Vetten
Functional expertise
Strategy

Sector spike
Financial Services



Marlies Hoogvliet
Functional expertise
Tech

Sector spike
B2B



Michael Roosendaal
Functional expertise
Finance

Sector spike
Private Equity



Imke Peters
Functional expertise
Business Development

Sector spike
B2B



Ian Dove
Functional expertise
Interim Management

Sector spike
e-Commerce



Vivian Linker
Functional expertise
General Management

Sector spike
B2B scale-ups



Annelijn Nijhuis
Functional expertise
Finance

Sector spike
B2C scale-ups



Daan Bouman
Functional expertise
Interim Finance

Sector spike
Industry



Wiebe Smit
Functional expertise
Sales

Sector spike
Consumer Goods



Jessica Lim
Functional expertise
IT

Sector spike
e-Commerce



Hayke Tjemmes
Functional expertise
IT

Sector spike
Scale-ups



Martine Francken
Functional expertise
HR & Legal

Sector spike
Professional Services



Emily Olij
Functional expertise
Marketing

Sector spike
Consumer Goods



Catherine Visch
Functional expertise
Consulting

Sector spike
Professional Services



Vivian den Dekker
Functional expertise
Consulting

Sector spike
Professional Services



Gijs Millaard
Functional expertise
Cyber Security

Sector spike
SaaS



Dox Wijers
Functional expertise
Online Marketing

Sector spike
B2C Scale-ups



Lidewij Kosters
Functional expertise
IT

Sector spike
B2B



OUR RESEARCH TEAM

can find anyone, anywhere



Julia Serink
Research Assistant



Annabelle Kessler
Research Assistant



Laura van der Wal
Research Assistant



Dorien van Ommeren
Junior Business Controller



Linde Valk
Research Assistant



Lisabelle Sengonul
Finance Assistant



Celine Zwiers
Research Assistant



Rosalie Dielesen
Research Assistant



OUR MARKETING & TECHNOLOGY TEAM

will market your story like no one else can



Lubbe Bekkering
CFO & COO



Deborah Klaassen
Creative Director



Else Schaapman
Art Director



Nina Huisman
Manager Operations



Femke Kraakman
Online Marketeer



Isa Diender
Marketing Assistant



Laura Kits
*Strategy Writer
(ex-McKinsey)*



Jaap Hoekstra
*Strategy Writer
(ex-BCG)*



Tony van de Polder
Graphic Design



TRACK RECORD

Some of our recent placements, organized by function and by sector

Most of our work has been in the 80-300k salary bandwidth





ANALYTICS

Recent placements



**Consultant
Data & Analytics**



Manager Insights



Data Scientist



Interim CIO

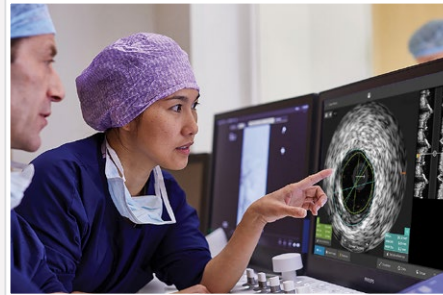


CONSULTING EXIT

Recent placements



**Business Manager to head of
HR Strategy analytics**



Director Group Strategy



Assistant to the CEO



**Leadership Development
Program**



FINANCE

Recent placements

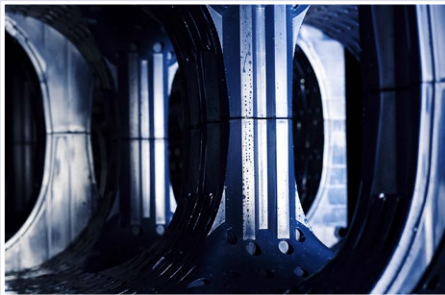


CFO



zuiver^o

CFO



Finance Director EMEA



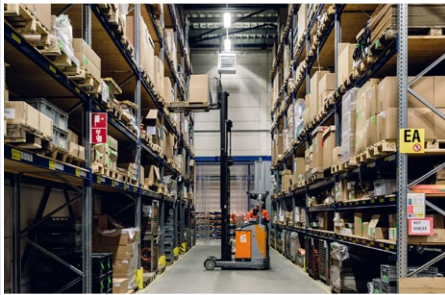
SPORTCITY.

Business Controller



GENERAL MANAGEMENT

Recent placements



CEO



Managing Director



General Manager



CEO



HR

Recent placements



CHRO



People Partner



Head of HR



HR Manager



INTERIM

Recent placements



Retail insights consultant



Interim CIO



interim senior Hr business partner it



Interim Growth Specialist



IT

Recent placements



UX/UI-Designer



Digital Technology
Operations Coordinator



Head of Product
E-Commerce



Senior Java Engineer



MARKETING

Recent placements



 **Marktplaats**

CMO



Brand Manager



essent

Marketing Director



bol.com[®]

**Manager
Merchandising fashion**



OPERATIONS

Recent placements



fitforme

COO



bol.com

Head of Supply Chain Excellence



MR MARVIS
AMSTERDAM

Supply Chain Manager



Smurfit Kappa

Operations Manager



SALES

Recent placements



KraftHeinz

Key Account Manager Ahold



 **SHYPPLE**

Head of Sales



FENTO
ERGONOMIC KNEE PROTECTORS™

Sales Manager



 **KRAMP**

Manager Sales Excellence



SCALE-UPS

Recent placements



Quicargo

CCO



felyx!

Global Expansion Manager



dealroom.co

COO



FÉST

Supply Chain Manager



STRATEGY

Recent placements



**Lead Strategy
Office Market Leaders**



**Director Strategy &
Business Development**



Head of Strategy



Head of Strategy



CONSUMER

Recent placements



Commercial Business Lead



**Sales Manager
Wholesale Foodservice**



**Business Development
Manager E-commerce**



**Senior Key Account
Manager**



ENERGY

Recent placements



essent

Marketing Director



Head of Business Control & Accounting



Commercieel Manager



@chama

General Manager



FINANCIAL SERVICES

Recent placements



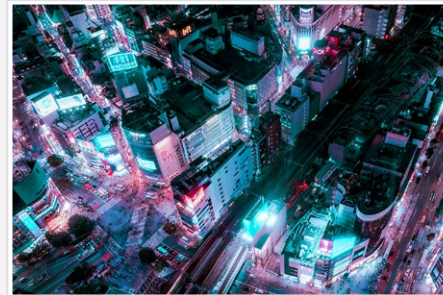
**Global Retail Investment
Product Manager**



**Lead Online Sales
Commercial Banking**



Head of Business Control



fourthline

Account Executive



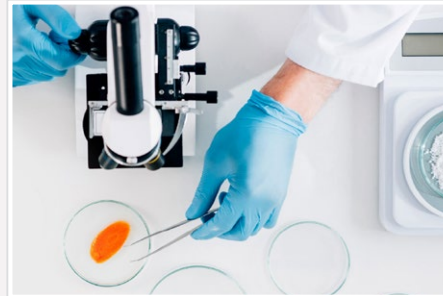
HEALTH

Recent placements



LOGEX
HEALTHCARE ANALYTICS

Product owner



 **eurofins**

Managing Director



olvg 

Strategisch Zorgver koper



Spaarne  Gasthuis

**Senior Adviseur
Strategie & Innovatie**



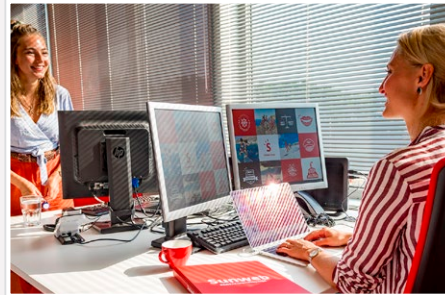
LEISURE

Recent placements



Sunweb Group

Head of E-Commerce Eliza
was here



Sunweb Group

Head of Online Marketing
Innovation



JUMPSQUARE
indoor trampolinespark

CCO



SPORTCITY.

Chief Product officer



LOGISTICS

Recent placements



Head of Sales



Business Insights Manager
Logistics



General Manager



Carrier Account Manager



MANUFACTURING

Recent placements



Programmamanager M&A



Sustainability and
Circularity Manager EMEA



vacaturetitel



Senior Manager



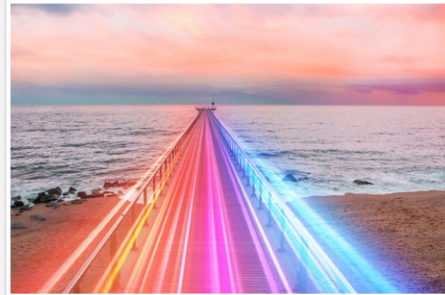
PRIVATE EQUITY

Recent placements



EGERIA

Investment Manager



BROAD HORIZON

**Head of
Integration Office**



 **Investment
Partners**

**Associate
Digital Director**



 **HAL Investments**

**Leadership
Development Program**



PROFESSIONAL SERVICES

Recent placements



BAIN & COMPANY

Consultant



SIMON • KUCHER & PARTNERS
Strategy & Marketing Consultants

Director



Senior Consultant



Content Lead



TECHNOLOGY

Recent placements



ASML

(Senior) Director Corporate Strategy



PHILIPS

Senior Online Sales Strategist



SEMIOTICLABS

Proposition Manager



ASML

Director Sustainability Strategy



Great stories

→ ATTRACT ←

great people

CONTACT

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+31(0) 20 7600 776

TOP OF MINDS

EXECUTIVE SEARCH & INTERIM