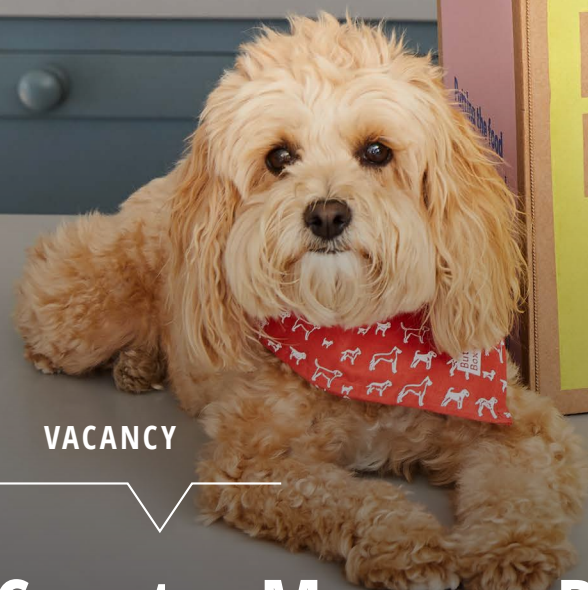




Butternut Box



VACANCY

Country Manager Benelux

REQUIREMENTS

- Minimum 8 years' work experience
- E-commerce native/D2C commerce
- Managerial experience (ideally in a scale up environment)
- Commercial
- Communicative/strong at storytelling
- P&L responsibility
- Native Dutch, English fluency



Why should eating fresh and healthy food only be for humans? Avid dog-lovers Kev and Dave have always been convinced it shouldn't. In 2016, they launched their home-cooked dog food company Butternut Box. Five years later, the VC-funded scale-up is very successful all across the UK. Their next step: Europe, starting with the Netherlands. A hugely exciting role for the Country Manager Benelux.



Butternut Box

The Butternut story all started with a dog who couldn't stop farting, called Rudie, and two friends, Kev and Dave, who wanted to build a company that delivers happiness and health. When Dave's family rescued Rudie after she'd been abandoned, she was in a really bad way. Her skin was sore, her mood was low and her farts were non-stop. After months of vet visits, they began to think Rudie's diet could be the problem. They started to cook her meals from scratch – sourcing and gently cooking healthy ingredients, and developing the perfect recipe. In just weeks, Rudie's well being transformed. Her sore skin and farts went away, and her energy came back.

When Dave told Kev about Rudie's recovery, they went to their local supermarket, stood in the dog food section alongside the bin liners and bleach, and decided that the four-legged family members of the world deserved better.

By day they worked in the city. By night they delivered freshly made food to dogs. After months of doing two jobs, Kev and Dave knew that they needed to choose just one.

Dutch gateway to Europe

Today, the scale-up counts over 50,000 customers in the United Kingdom and is ready to expand internationally. After their growth and proven success in the UK, Butternut Box has identified the Netherlands as an attractive next market to expand to. The comparable consumer behavior, the population density, the mature e-commerce market and sophisticated warehouse infrastructure drive the attractiveness of the Dutch market. The company wants to replicate their existing business model into the Netherlands and the wider Benelux from there.





Country Manager Benelux

The Country Manager Benelux is responsible for the market entry strategy and overall business growth in the Netherlands. As a true storyteller, they know how to approach and speak to potential customers, and bring the Butternut brand alive in a new market. Putting the customer (and their dogs) first in decision-making and ensuring they always have the best possible experience is crucial, and a natural strategy for the Country Manager.

The Country Manager Benelux takes ownership of the launch and operation of Butternut in the Netherlands, including running day-to-day operations, commercial strategy and P&L responsibility. Optimizing channel performance is a key KPI, resulting in 10,000 targeted customers in the first year.

Close Dutch-UK connection

In order to realize the company's ambitious goals, assembling a strong team on the ground quickly is key. The Country Manager Benelux builds and scales a high-performing team, which they inspire and coach in an uplifting manner. They serve as the local relationship owner for all

in-market agencies, contractors and consultants, including PR, marketing, distribution centers and last mile delivery. While running the Dutch business, team and processes, connectivity with the UK team is ensured, by keeping in close contact with the UK team and stakeholders.

The successful candidate is a native Dutch, customer-driven, commercial person who has extensive marketing experience including brand strategy and positioning, product launch and marketing plan execution. A dog-lover that feels passionately about Butternut's values, wants to leave their mark on the company's culture and most of all, truly wants to contribute to feed more happy dogs all around Europe. ■

Interested? Butternut Box works with Top of Minds to fill this vacancy. To express your interest, contact Vivian Linker at vivian.linker@topofminds.com for more information.



“With our manufacturing kitchen, Rudie’s, live and supply restraints out of the way, this is the right time to step into the European market. We’re on a mission to feed healthier and happier dogs. First in the Netherlands, then the Benelux, followed by the rest of Europe.”

Harry Bloice, Head of Sales