



VACANCY

Commercial Analytics Manager

REQUIREMENTS

- 4+ years of work experience in consulting
- Analytical background
- Previous work on commercial/top-line projects
- Must have experience in a B2B commercial environment

 Amsterdam  Minimum of 3 years' experience



Adyen is building the future of payments and is one of the most successful Dutch companies in recent years. The Commercial Analytics Manager will accelerate the growth of this already skyrocketing company by using data-driven insights to guarantee that the commercial teams are getting the most out of their efforts.





ABOUT

Adyen

To the general public, Adyen is best known for their spectacular IPO. Yet millions of people around the world engage with the company on a daily basis. Adyen has built a payment platform from scratch to process payments simply, quickly, and safely. Leading companies like Facebook, Spotify, Netflix, Microsoft, Nike and De Bijenkorf use it, along with a growing number of smaller businesses like restaurants, online retailers and museums.

Adyen's infrastructure is directly connected to virtually every payment system: from Visa, MasterCard and other credit and debit cards to PayPal and Apple Pay. They provide the best payment solution for online, mobile, and in-store transactions. What makes Adyen unique is that they have created a premium product to build partnerships that help companies grow. For this payment provider, payment processing is not a commodity, it's a strategic proposition.

Since their inception, Adyen has experienced incredible development. The company, with its future headquarters on Rokin, Amsterdam, now operates from 25 offices across five continents. In 2020, Adyen posted net revenue of over €680 million and processed more than €300 billion in payments. And the ceiling is still a long way off. Adyen's next goal is payment volumes topping €1 trillion per year. Given their 25+ percent annual growth, it seems like only a matter of time.



VACANCY

Commercial Analytics Manager


The Commercial Analytics Manager will use extensive data analytics to guarantee that the commercial teams are getting the most out of their efforts, accelerating Adyen's growth. They will focus primarily on strategic issues like which combinations of industry, region and size generate the best returns. The Commercial Analytics Manager is part of the Commercial Enablement Team and reports to the Commercial Analytics & Pricing Team Lead.

The Commercial Analytics Manager will oversee the entire commercial flow, from new leads to customer relationships, working across the entire commercial organization: Sales, Marketing, partnership management and Account Management. They will focus on all regions where Adyen operates and travel regularly (as soon as COVID-19 restrictions allow) to offices in places like Latin America, the US, Singapore, and Australia to support local teams.

Examples of projects in the Commercial Analytics Manager's remit include identifying the most impactful lead sources, providing insight into sales team performance, building and implementing scalable tools, setting up reporting and identifying opportunities to increase margins. They will be involved in the projects from start to finish.



Data and analytics are the foundation of the role. The Commercial Analytics Manager will work in a hands-on way. Cleaning data, linking, analyzing, and distilling insights are all part of the job, as is the next step: translating insights into concrete improvements, convincing the business with strong, action-oriented narratives, and implementing the changes together. That makes this role a fantastic opportunity to get to know Adyen's commercial organization through and through by working on a wide range of projects. ■



“The demand for commercial insights is enormous, so it’s important to prioritize and focus on projects with the greatest impact”

**José Verhoeven,
Commercial Analytics & Pricing Team Lead**

Interested?

Adyen is working with Top of Minds to fill this vacancy. To express your interest, please contact Imke Peters at imke.peters@topofminds.com

