



HelloPrint

VACANCY

VP of Product

Requirements

- Minimum of 8 years of experience as Head of Product or Senior Product Owner
- Steadfast and purposeful leader
- Solid technical understanding
- Ability to work under pressure in a fast-paced team environment
- Data-driven decision making

 Rotterdam  Minimum of 8 years' experience



Helloprint is an international e-commerce company, ready to scale up and become very large. The company has developed a scalable print platform where users can design their own print or use well-designed presets. The platform is live in 13 countries (and counting) in which thousands of packages are sent daily to more than 500.000 demanding customers. The VP of Product will build bridges between business and technology and support the transition from start-up to scale-up.

Helloprint

Helloprint is one of the most innovative e-commerce platforms in Europe. The mission is to become the largest platform for printed products (the number 4 industry in the world) on earth. Helloprint has developed a scalable platform with endless print designs and the option for users to design their own print with Canva. They strive to do things differently in order to delight their clients.

The ambitious company was started by Hans Scheffer and Michael Heerkens in 2013, is headquartered in Rotterdam and has offices in Liverpool, Paris, Valencia, Lisbon and Manila. Helloprint's 160+ team of 28 nationalities is hungry to rock the e-commerce world. Helloprint is a young company with an average age of its staff of 30. Talented people have chosen Helloprint for the adventure, the thrill and the possibility to work in an environment that is strongly driven by values.

Helloprint believes their culture is what sets them apart from other companies.

The business thrives on the Helloprint DNA. You can see and feel their 9 core values when you walk into one of their offices. The culture is entrepreneurial; freedom and responsibility are highly valued. This is in line with their values 'begin it to win it' and 'do what you promise'.

The Helloprint founders understand that the professional life of their employees is driven by responsibilities, not rules, chores and duties. Workers are responsible for how they fulfill their role within the business and will not be babysitted. Helloprint is the only business in the Netherlands that does not have a traditional employment agreement. At Helloprint they call this principle 'design yourself'.

The company is currently transitioning from start-up to scale-up. The VP of Product is a hands-on leader who will guide Helloprint's current product development team to scale.



VP of Product

The VP of Product has the ultimate lead on Helloprint's product & technology department, and they are on a mission to make Helloprint the largest platform for printed products. This is a role for a strong, outspoken, and business-savvy technology leader who knows what it takes to scale a company.

The VP of Product works closely with the leadership team to define the company's product strategy and takes responsibility for the technology products behind it. At the same time, the VP of Product will pull up their sleeves as the hands-on product owner of Helloprint's most challenging product, representing client and business needs and helping the team to prioritize.

The main challenge for the VP of Product is to build bridges between technology development and business goals. The VP of Product translates business needs to an overall product vision and strategy. The development of a new platform is in motion, but it is far from finished. The VP of Product takes charge; they identify trends in tech and business to develop the product roadmap, in close collaboration with the product owners of the current 5 agile scrum teams.

The VP of Product oversees the ambitious international (but in-house) team of 40 people to develop the platform products and technology. On a daily basis, she/he collaborates closely with product owners and the solution architect to align on strategy and priorities. The VP of Product is also the HR lead of these direct reports; responsible for development, support and coaching. They accelerate innovation by optimizing the product and technology team's way of working.

The VP of Product is part of the Management Team and reports directly to the CEO and founder.

Helloprint is a dynamic and growing organization. She/he will experience a steep learning curve and plenty of opportunities to grow and develop. ■

Interested? Helloprint has appointed Top of Minds to fill this vacancy. To express your interest, please contact Jessica Lim at jessica.lim@topofminds.com



“The VP of Product leads the product organization in the transition to maturity. At the same time she or he will pull up their sleeves to deliver high-quality results.”

Hans Scheffer, CEO at Helloprint