



 **HANS ANDERS**



VACANCY

# Product Owner Salesforce Marketing Cloud

## Requirements

- Experience as Product Owner (5 years or over)
- Understands Salesforce Marketing Cloud to a t
- Stakeholdermanagement
- Speaks and writes fluent English

 **Rotterdam**  **Minimum of 5 years' experience**



**Digital growth is a top priority for the international Hans Anders Retail Group. In order to enhance innovation and accelerate it, there is a Digital Innovation Lab in the making in Rotterdam at this very moment. The Product Owner Salesforce Marketing Cloud is in the lead when it comes to creating and implementing ground breaking CRM Marketing solutions.**





## ABOUT THE COMPANY

# Hans Anders Retail Group

At Hans Anders not just the price is different. The optician is unique as well in the way they view the entire market. After the inception of a good quality and affordable Japanese collection of glasses its three founders learn that Dutch opticians strike up pretty large fees. And that is how Hans Anders came into being. 'Hans' because two of the founders are called Hans. And Anders because they want to do things differently (Anders is the Dutch word for different). Their mission is crystal clear: making clear vision and hearing-since 1999- available to everyone.

As of 2021 this winning formula is owned by investment company 3i and has grown into one of Europe's fastest growing eyesight and hearing aid companies: Hans Anders Retail Group. By now the platform operates the brands Hans Anders, eyes+ more and Direkt Optik, and services some 620 stores in the Netherlands, Belgium, Germany, Austria and Sweden.

### Digital Innovation Lab in Rotterdam

Fast growth and expansion are key to Hans Anders. Apart from their ambition to open more shops, there is a lot of attention being paid to digital innovation. Their omnichannel position has been improved enormously. And as we speak a Digital Innovation Lab is being built. A creative place where Hans Anders Retail Group comes up with their future digital strategy and accompanying technological solutions. As well as develop, optimize and roll them out internationally.





VACANCY

## Product Owner Salesforce Marketing Cloud

**Not often does a Product Owner Salesforce Marketing Cloud get carte blanche to set up and innovative CRM marketing solutions and put them on the map internationally. Yet this is exactly what the Product Owner Salesforce Marketing Cloud with Hans Anders Retail Group is about to do. Their tool is available, but thorough knowledge is not. This knowledge is exactly what the Product Owner Salesforce Marketing Cloud at Hans Anders Retail Group brings to the team due to either the right certification or extensive Salesforce experience.**

In short this role boils down to the following: from one golden record the Product Owner Salesforce Marketing Cloud is going to lead the data-driven retention processes in the customer journey. They decide what the options are within the Marketing Cloud and translates them into product requirements They make sure external Developers are heading in the right direction during the building phase and eventually they make sure the organization adopts new products. It's also important that on top of understanding the technical side they also know how to manage the processes and stakeholders with much ease.



An important and interesting side to this job is that the work doesn't limit itself to the Netherlands. The Salesforce Marketing Cloud Software should work in every country. The Product Owner Salesforce Marketing Cloud ensures there's a solution that is both easy to roll out and to scale up. This international touch to the job also entails visits to Hamburg or other offices which they shouldn't mind undertaking.

The Product Owner Salesforce Marketing Cloud feels best within Hans Anders Retail Group if they like working all-round. The ideal candidate gets a lot of energy from creating and arranging things, is an analytical thinker and makes sure concepts are rolled out in no time at all. They work closely with the Data, Website Operations and Marketing team.

The Product Owner Salesforce Marketing Cloud is on a team with three other Product Owners and a UX Lead in a team belonging to the Director of Product, to which they report as well. Their location will be the Digital Innovation Lab in Rotterdam, but hybrid work is also an option at Hans Anders Retail Group.



**Interested?** Hans Anders Retail group is working with Top of Minds to fill this vacancy. Contact Lidewij Kusters through [lidewij.kusters@topofminds.com](mailto:lidewij.kusters@topofminds.com) to make your interest known.



**“The Product Owner Salesforce Marketing Cloud has a leading role within the Hans Anders Retail Group. I don't have to explain anything to them, but rather the other way around. They will tell me exactly how we will be using Salesforce Marketing Cloud to secure the best results.”**

Hidde van der Louw, Group Marketing & Digital Director