



VACANCY

# Managing Director Germany





**Top of Minds Executive Search is the market leader in The Netherlands in the 100-200k salary segment. The firm started in 2008 and was able to surpass its competition within 10 years' time. All thanks to their secret recipe. It's now time to shake things up in next market – Germany. Recruiting a Managing Director is the first step.**





# About Top of Minds

The firm consists of 45 people working out of a (warm, stylish and actually quite beautiful but currently too small) office in the center of Amsterdam. As a true hybrid between an Executive Search and a Marketing Agency, the company has revolutionized the mid-level Executive Search market (100-200k). No more hush-hush, no more anonymous job profiles – but stunning candidate packages out in the open. Thanks to the rich content, the website [www.topofminds.com](http://www.topofminds.com) quickly became the leading vacancy platform in the mid-level executive market.

## The secret sauce

Het concept van Quin is tweeledig, te beginnen met het Quin-platform. Dit platform koppelt de patiënt en de huisarts via een Quin-patiëntenapp en een huisartsenportaal aan elkaar. Vanuit de visie *empowering patients with health information* wil Quin door middel van digitale services patiënten meer regie in het zorgproces geven. In de app vinden ze onder andere hun medisch dossier, onderzoeksresultaten én kunnen ze bij klachten de symptoomchecker invullen voor 24/7 medisch advies van een arts. Zo krijg je als patiënt meteen te zien of een huisartsbezoek, dan wel online videoconsult, noodzakelijk is of niet.

Creating attractive content is one thing, delivering it to the right people is another ballgame altogether. This is where the proprietary technology comes in that enables a surgical precision in targeting via all available online channels. The output of this Marketing Machine is enormous, the quality impressive. For more than half of research mandates the Consultant handling the search can rely on the Marketing Engine to produce the winning candidate.



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# Managing Director

When you have a solution that is so effective and scalable at the same time, it makes sense to look at other markets as well. The Managing Director will lead the roll-out in Germany. The path to success will have three phases:

### PHASE 1:

## TRAINING (2 months)

The Managing Director will work with the Marketing Team of Top of Minds in Amsterdam to work on a few search mandates, supported by the Marketing Engine.

To work closely together and absorb as much as possible, the Managing Director will work 2 days a week for a period of 2 months out of the Amsterdam office.

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**We're looking for a highly entrepreneurial individual. Someone with the confidence to fly solo and the sense to ask for back-up. A background in executive search or consulting makes most sense. Experience within the Digital Domain is a strong bonus. Minimum of 8 years of work experience.**



**Interested?** To express your interest, please contact Auke Bijnsdorp at [auke@topofminds.com](mailto:auke@topofminds.com).

PHASE 2:

## LANDING (6 months)

Renting a permanent office space, with at least two Consultants and two Researchers next to the Managing Director. A maximum number of non-retained, yet high-quality search mandates will be acquired to serve as a means of attracting high caliber candidates.

Much will be invested in content marketing to build the brand.

PHASE 3:

## SCALING (6 months)

Now that a comfortable base of assignments and candidates has been built, it's time to scale up. Marketing will be key – and that's what we do best. The ratio contingent/retained of the searches will shift to 50/50 to increase the output of the efforts.



**GERMANY**