



VACANCY

# Interim Associate Finance Director

## Requirements

- MBA, a degree in Finance or related field or Chartered Accountant Qualification
- Over 10 years' experience
- In Finance or at a Big-4 accounting firm
- Leadership
- Analytical
- Presentation skills
- Able to work under tight deadlines and competing priorities

Amsterdam Minimum of 10 years experience



**HelloFresh's mission is clear: change the way people eat forever. And it is succeeding: the company is a leading meal kit supplier across seventeen markets. The Interim Associate Finance Director leads, improves and professionalizes the finance operations in Benelux, taking it along on the company's incredible success story.**

**This is an excellent opportunity for a seasoned finance professional with strong leadership skills and a proactive attitude.**





## ABOUT THE COMPANY

# Over HelloFresh

**HelloFresh wants to revolutionize the way we eat by making it more convenient and exciting to cook meals from scratch. The numbers are undeniable, with six billion euros in revenue in 2021, being the global leader in meal kits across various brands and distributing in seventeen markets. HelloFresh is a publicly quoted company and a member of the most important international stock indices (MSCI and STOXX). And above all, this world-leading meal kit supplier is still growing at a stellar pace.**

Since its inception in 2011, German-based HelloFresh has operated on a membership business model. Through their online platform, consumers receive fresh, healthy ingredients and specially prepared recipes they can cook at home. Sustainability is an essential part of the business. Therefore, ingredients are always delivered in the right amounts, generating as little waste as possible. The company's comprehensive data-driven technology platform is one of the key elements at the core of its resounding success. HelloFresh can use its platform to not only engage with its customers' touchpoints but also manage supply chains and optimize customer experience. For example, in late 2020, the company introduced the online HelloFresh Market, where consumers can order additional products to add to their kit.

The HelloFresh team is diverse, high-performing, and international, and their work environment is an inspiring space where one can thrive as a result. The Benelux office is based in Amsterdam.



VACANCY

## Interim Associate Finance Director

**The Associate Finance Director is the leader of the fifteen-person Benelux (BNL) Finance team and is a key member of the BNL Executive Leadership team, reporting to the CEO BNL & France with a dotted line to the Group CFO.**

This high-level position requires a demonstrated ability to drive initiatives in a fast-paced and highly collaborative environment as well as strong leadership skills and the ability to partner with various business partners in and outside of Finance.

The Associate Finance Director is responsible for the BNL Finance operations and fully owns financial reporting and planning processes for the business, including a triple-digit P&L and more than five hundred employees across three markets. This also involves ensuring the integrity of financial results and maintaining internal control over financial reporting by capitalizing on the Group's systems, processes, and analytic tools and providing financial visibility to the BNL Leadership. In this role, it is a top priority to further improve and professionalize the finance operations.



In addition, the Associate Finance Director is responsible for further building the team as a proven center of analytical excellence to support financial decision-making and drive the professional development of the team members.

HelloFresh became a world leader with its first meal kit concept within a few years. This vacancy is a unique opportunity for a seasoned finance professional with strong leadership skills and a proactive attitude to take the company's finance operations along on its incredible success story. ■



**Interested?** HelloFresh has appointed Top of Minds to fill this vacancy. To express your interest, please contact Daan Bouman at [daan.bouman@topofminds.com](mailto:daan.bouman@topofminds.com).



**“In recent times, many customers have discovered the advantage of HelloFresh’s offerings over traditional groceries. Our current growth makes it particularly interesting to get in now.”**

**Dominik Richter, CEO and Co-founder of HelloFresh**