



NADUVI

VACANCY

Chief Growth Officer

Requirements

- Over 10 years of working experience
- E-commerce experience
- Background in Marketing
- Data-driven approach
- Leadership experience
- Interested in Home & Living

 Amstelveen  Minimum of 10 years experience



Home and Living platform NADUVI is one of Europe's fastest-growing e-commerce companies. Its new Chief Growth Officer will accelerate NADUVI's momentum by heading all marketing efforts across channels and markets. They will become part of the leadership team and help develop NADUVI into a leading pan-European e-tailer.





ABOUT THE COMPANY

NADUVI

NADUVI is an online Home and Living platform that helps interior enthusiasts discover inspiring home decor and furniture items. These include about fifty thousand products for consumers in The Netherlands, Belgium and Germany. NADUVI partners with over three hundred carefully selected premium brands, distributors and manufacturers – a mix of international powerhouses and major Dutch brands – including Zuiver, Dutchbone, Riviera Maison, Goossens and Riverdale.

NADUVI's innovative platform offers its partners a direct channel to consumers. They can showcase off-price merchandise and give high-quality interior products a second chance to be sold. It's an excellent solution for all parties. Consumers can enjoy beautiful products at big discounts while manufacturers can tackle redundant stock and reduce write-offs and waste.

“We want to continue our growth: offer consumers an even better experience, expand our team, and partner with more premium interior brands. Our ultimate goal? Be the number one in Europe.”

– Itai Gross, Founder & CEO





Over the years, NADUVI has achieved outstanding performance milestones. They completed a funding round, won numerous awards such as 'Best Starter' and 'Webshop of the Year,' expanded internationally and experiences significant growth in volume of orders. Now they're rapidly transitioning from start-up to scale-up to a solid e-commerce business. With a growing team of more than one hundred ambitious young talents and a seasoned management team, NADUVI is well-positioned to deliver on its promise to become Europe's most significant Home and Living outlet and launch exciting new propositions.





VACANCY

Chief Growth Officer

The Chief Growth Officer (CGO) will lead all NADUVI's marketing efforts, across markets and channels. They will drive topline growth and build the e-tailer's marketing capabilities. In a fast-growing, technology-driven company like NADUVI, these responsibilities require strong data capabilities and the managerial experience to build effective teams. The CGO will be part of the company's leadership team, along with the CEO, COO, CTO and Head of Buying, and will be eligible for equity remuneration.

The first priority for the CGO will be to increase the customers' lifetime value. This involves careful consideration of which client segments to target, through which channels, and the right messaging for each. Next, they will establish customer journeys, including landing pages and filter options, that drive conversion and repurchasing. To successful CGO will be able to combine creative ideation with the tech-savviness to know their way around journey mapping and customer data platforms, for example.



The CGO will lead NADUVI's growing marketing organization, which is made up of about seven FTEs and several freelancers and interns. The teams are split across brands (e.g., SEO, CRM, and creation), performance marketing and analytics, and shop management (e.g., campaigns, promotions, and the link to the teams focusing on product and proposition). In this role, the CGO will manage and develop these teams and expand their size and capabilities to align with the company's overall high-pace and international growth plans.

Joining NADUVI now means becoming part of one of Europe's fastest-growing e-tailers. The CGO will have the opportunity to become part of the company's leadership team and be directly responsible for the development and future success of the organization. ■



Interested? NADUVI is working with Top of Minds to fill this vacancy. To express your interest, please contact Ole Cohen at ole.cohen@topofminds.com.



“Our way of working is typical for a scale-up: dynamic, impulsive, and sometimes a bit chaotic. A context our new CGO should be comfortable with. At the same time, I also expect them to bring some structure without slowing us down.”

Itai Gross, Founder and CEO