



VACANCY

# Business Development Manager

## Requirements

- Over 5 years' experience in business
- In the e-commerce sector
- Understanding of innovation processes
- Stakeholder management skills

Den Haag Minimum of 5 years experience





**PostNL want to become the most innovative logistics platform for ecommerce and mail. The Business Development Manager supports the development of new digital value propositions and builds the structure for a streamlined support across concepts. This is an excellent opportunity for an ecommerce-savvy strategist with a proactive energy to potentially transform the company's business model in the near future.**





## PostNL

**PostNL is building the future of delivery within, towards and beyond the Benelux. Close to 38,000 employees are working on new and improved products and services that make sending and receiving as smart, simple, and sustainable as possible. This is how PostNL reinforces its crucial position between sender and receiver and connects the physical world with the digital.**

Growth through innovative and sustainable products and services is a top priority in PostNL's corporate strategy. New value propositions are not confined to the existing mail logistics business, but take a customer perspective and proactively tackle new, adjacent domains. To serve this vision, a central innovation team that reports directly to the Chief Digital Officer was created. The team is tasked with building and running the (digital) innovation machine across the PostNL organization.

**“We want to become the most innovative logistics platform for ecommerce and mail. Digitization is core to this vision. And we are already headed in the right direction, given our digital transformation was rated number 1 in The Netherlands!”**

– Herna Verhagen, CEO





# Business Development Manager

The Business Development Manager is essential in the development of new digital products, services and even businesses, leading the evolution from concepts into MVPs and beyond. Several MVPs are currently in the funnel and dedicated MPV managers within the company work on advancing them through the digital innovation process. The Business Development Manager is also responsible for streamlining the process, assuring the proper criteria and frameworks are used, challenging and enriching the business cases, and facilitating budget allocation. In addition, the Business Development Manager is in charge of sourcing new concepts and opportunities that can enter the innovation funnel for further exploration and development – ranging from logistics insights, to KYC, to full payment integrations. These opportunities are the future of PostNL and may potentially transform the entire business model. This involves trends and market research, brainstorming with external partners, international conference attendance, and active engagement with stakeholders across the organization. This means commercial savviness as well as strong people skills are key. Also, since PostNL's customers are largely in the ecommerce domain, a good understanding of ecommerce players, business models and market dynamics is very valuable.



Moreover, to streamline the innovation process, the Business Development Manager works on the improvement of operations, systems, and way-of-working of the digital innovation process. This includes building stakeholder ecosystems for opportunity sourcing, managing and improving the innovation funnel, and setting up analytics and dashboards for tracking and reporting of the MVPs' progress. As such, structured and strategic thinking are essential to these activities.

This is an excellent opportunity for an ecommerce-savvy strategist with a can-do mentality to potentially transform an incumbent business model and incubate PostNL's digital future. The position is based in The Hague, The Netherlands, with flexibility to work remotely. ■



**Interested?** PostNL works with Top of Minds to fill this vacancy. To express your interest, contact Daan Bouman via [daan.bouman@topofminds.com](mailto:daan.bouman@topofminds.com).



**“We work in an innovative space and got our sleeves rolled up high! It goes without saying that we keep a playful and creative attitude. Fun at work benefits both us and the work we do.”**

Caren Biemond, Data & Insights Lead