



VACANCY

CEO - FMCG Tanzania

Requirements

- 7+ year of experience
- Master's degree in a relevant field
- Background in the fast-moving consumer goods industry
- And experience managing a team
- Entrepreneurial
- Data-driven

 **Dar es Salaam**  **Minimum of 7 years experience**



Veris Investments is an independent investment company supporting projects that contribute to the food value chain in Sub-Saharan Africa. The CEO – FMCG Tanzania will lead the establishment and overall management of a new potato crisp brand near Dar es Salaam, Tanzania.



Veris Investments

Sub-Saharan Africa is currently a net importer of food and troubled by the highest undernourishment rates in the world. Veris Investments believes that the region has the potential to play a crucial role in meeting the food requirements of its own rapidly growing population and increasingly contribute to serving the rising demand for food globally.

This independent investment company is extremely passionate about making a lasting impact on global food security and actively does so by investing in the development of a strong and competitive private food sector in Sub-Saharan Africa.

Veris Investments focuses on making long-term equity investments that support the availability and affordability of food while also positively contributing to the long-term stability of the food system. The company not only supports the establishment and development of new companies but ensure that their investments offer sustainable food supply solutions that will make a lasting impact in the region.



The projects supported by Veris Investments involve activities which impact the entire food value chain, including agricultural inputs, primary production, services, infrastructure, logistics, storage, processing, wholesale, and retail. Veris has developed and invested in multiple successful consumer products businesses based in Sub-Saharan Africa including Holland Dairy, FirstWave Group (Yalelo), and Senselet Food Processing.

Veris Investments works in close cooperation with the management teams of the projects they invest in and actively supports them in executing their strategies. They believe that by working together with the local teams to develop a competitive private food sector in underdeveloped regions, it is possible to create a sustainable food supply that offers food security for generations to come.



CEO – FMCG Tanzania

Veris Investments is continuously on the lookout for opportunities to positively contribute to the food value chain in Sub-Saharan Africa. Their next project is to establish a new brand of potato crisps to be produced and sold in Tanzania. The new CEO will take the lead in setting up this new company. They will build a local team, launch the new product, and establish the brand as the local market category leader.

The CEO has a vision for the new brand and the drive to make it happen. The right person is creative, entrepreneurial, and ready to play a very hands-on role in this dynamic start-up. Any suitable candidate is eager to immerse themselves in the local culture and become an expert on the market in Tanzania and the brand's potential customers.

The local market for this product is underdeveloped and most competitive brands are imported and costly for the consumer. The CEO will leverage knowledge gained from Veris Investments' prior experience in setting up a similar company in Ethiopia and utilize their own innovative ideas to develop and implement a commercially driven go-to-market strategy.

The CEO will work closely with the COO, who is already in Dar es Salaam to set up the factory and its supply chain. Together they will build all aspects of the new brand from the ground up in preparation for the launch of the new product in the local market.

The CEO is analytical and adapts well to change and the unexpected. They will bring energy and inspiration to the team and ensure an inclusive and motivating working environment. This type of start-up offers plenty of opportunity to solve complex problems with creative solutions and requires the right balance of structure and flexibility. The CEO will maintain a detailed oversight of all aspects of the business and hire and manage the necessary staff to make sure the business operations run smoothly.

This is an exciting opportunity for an entrepreneurial and adventurous individual. The CEO will build the team and guide them with confidence along this crucial phase of the company's start-up journey. The candidate should be prepared to relocate to Dar es Salaam, Tanzania and be keen to make a longer-term commitment. ■



Interested? Veris Investments is working with Top of Minds to fill this vacancy. To express your interest, please contact Gijs Millaard at gijsmillaard@topofminds.com.



“The CEO will bring this business to life. The CEO’s vision and ideas will be the foundation of this company’s success. It is a unique opportunity to build up a new brand from scratch and make a lasting impact on the local economy and food system in Tanzania.”

Allard de Stoppelaar, Investment Manager