



VACANCY


CMO

### Requirements

- Over 15 years of experience
- With strategic marketing
- Within B2C, retail, or FinTech
- In high-growth organizations
- Data-driven

Leusden Minimum of 15 years experience





**InShared is a digital and innovative insurer, for everything on the road, in and around the home, and the family. And InShared has big ambitions for the upcoming years. The CMO will play a key role in the newly formed business strategy, the sharpening of the brand positioning, and the digital growth strategy.**





## ABOUT THE COMPANY

# InShared

**InShared is a large Dutch insurer, for everything on the road, in and around the house, and the family. An insurer that does things a little differently. "InShared, We All Benefit."**

And they take that motto very seriously. InShared uses only a fixed small portion of all premiums to run the business and by far the largest portion goes to fast claims handling and payouts. Is there any money left over at the bottom of the line? Then the promise is that InShared simply gives it back, either directly to customers or, for example, through donations to charities. As they showed during the Corona pandemic when there were far fewer claims. InShared has big ambitions for the upcoming years. Especially in the areas of growth, innovation, and European rollout. And that has a lot to do with renewing, improving, and optimizing the performance of the brand, distinctive new propositions, and the customer growth strategy. The CMO will play a key role within the leadership team in the evolution towards a totally new level of performance for the brand, and to a new growth phase for the entire organization.





## CMO

**The new CMO is an experienced brand strategist and will manage a team of, initially, about ten people. She or he will be responsible for brand positioning, proposition development, digital strategy, marketing, sales, and partnerships.**

One of the main goals for the CMO will be to help build an innovative brand in a fast-changing world, with competitors who are not sitting still, and with changing customer needs. A clearly distinctive brand, with innovative products and ditto digital customer experiences. Connected to this will be the challenge of bringing the InShared story back to life internally, in order to strengthen the culture and identity as well as employees' connection to it.

The organization will have to perform at a higher level if InShared is to achieve its ambition to accelerate internationalization and increase sales by a factor of four between now and 2030. And that in competitive markets, not only in the Netherlands but also, for example, in Germany and Spain. The CMO will therefore help the marketing team grow to the next level, both in terms of skills and, in the near future, in terms of size. So besides being an experienced brand strategist, she or he is a people manager who can lead and build a high-performing team.



The CMO maintains a helicopter view, from customer growth strategy to media, partnerships, and distribution. From brand differentiation and awareness, acquisition, and sales, to digital customer experience and customer lifecycle management. She or he knows how to find effective and innovative solutions using both creativity and data. The CMO is adept at and comfortable with partnerships and setting up, negotiating, and managing them.

This position represents an opportunity to innovate, from core proposition to new propositions, and from brand story to digital channels, distribution, and partnerships – both in the Netherlands and internationally. But above all, this is an opportunity for an ambitious and experienced marketing leader to really make a difference in a digital playing field, with demonstrated relevance for and impact on society. ■



**Interested?** InShared is working with Top of Minds to fill this vacancy. Please contact [janko.klaeijzen@topofminds.com](mailto:janko.klaeijzen@topofminds.com) to let them know you are interested in this position.



**“I’m looking for a leader to come and strengthen our position as a challenger. Someone who thinks one year, three years or even longer ahead. A sparring partner and strategic CMO with whom we will further conquer the international insurance market together.”**

– Suzanna Koning, CEO InShared