



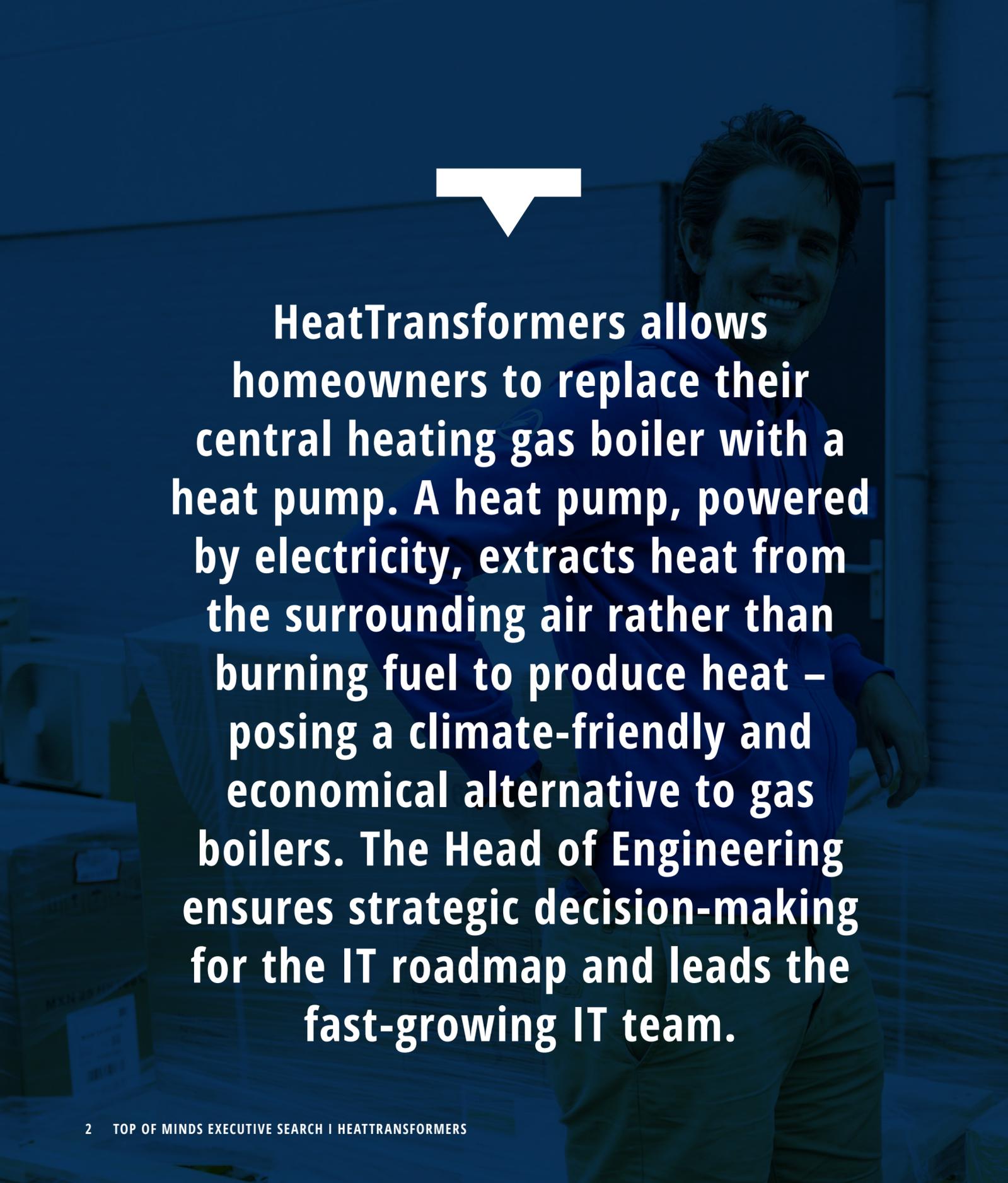
VACANCY

# Head of Engineering

## Requirements

- Over 7 years of experience
- In IT development
- Within B2C
- Scale-up environment
- People leadership

**Woerden** **Minimum of 7 years experience**



**HeatTransformers allows homeowners to replace their central heating gas boiler with a heat pump. A heat pump, powered by electricity, extracts heat from the surrounding air rather than burning fuel to produce heat – posing a climate-friendly and economical alternative to gas boilers. The Head of Engineering ensures strategic decision-making for the IT roadmap and leads the fast-growing IT team.**





## ABOUT THE COMPANY

# HeatTransformers

**In 2018, HeatTransformers launched its mission to help homeowners in The Netherlands transition to sustainable heating and decrease their dependency on gas. The fast-growing company, with a driven team of around one hundred employees, has successfully replaced gas furnaces with heat pumps for thousands of customers.**

HeatTransformers helps customers make their houses gas-free, by replacing their central heating gas boilers with electrical heat pumps. They unburden homeowners by owning the entire planning and installation process. On top of that, HeatTransformers continues to monitor installed heat pumps for maintenance. The heat pump installation process is impacted by factors like house type and layout, degree of insulation, and different heat pump options. Proper execution of heating system replacement requires expertise and knowledge – and before HeatTransformers, heat pump installation projects frequently came with complications. HeatTransformers solves this by serving as a one-stop shop for professional advice, ordering, installation, and life cycle monitoring.

The future of HeatTransformers is promising. With their combination of knowledge, solid advice, and quality installations, the company is now the market leader in The Netherlands. Governmental regulations will prohibit the installation of new gas boilers as of 2026.



This creates tremendous potential for HeatTransformers, because the heating market is big: in 2022, nearly half of a million traditional central heating boilers were sold in The Netherlands. The current financial and ethical considerations around natural gas – regarding the energy transition, the geopolitical landscape and dependencies on Russian gas, and the discontinuation of gas drilling in Groningen – are already a strong driver for homeowners to transition to alternatives. This results in a visible sales spike for HeatTransformers, even before governmental regulations kick in.

The growth potential for HeatTransformers is seen not only by media and consumers, but also by other players in the energy market: Companies like Greenchoice and Remeha have already partnered with HeatTransformers. And a leading clean-tech venture has invested significantly in the company, allowing them to prepare for fast growth shortly.





VACANCY

## Head of Engineering

**Digitization is key in HeatTransformers' growth strategy, which is aimed at increasing scalability. The Head of Engineering is crucial in making this happen. So far, the online journey has been designed by a group of very driven and talented, mostly junior developers.**

They did impressive work on the HeatTransformers platform, where the customer is supported with a seamless digital experience along every step of the installation journey – from generating a quote to measuring, planning, and delivery. Now, for exponential scaling, the IT team needs to grow and its processes need to be further professionalized. The Head of Engineering will lead this process, and is facilitated by HeatTransformers to do so: with a sufficient budget, a clear mandate to take charge, and a nearly blank canvas in terms of tooling choices.

The Head of Engineering leads the team in expanding the state-of-the-art digital platform on which customers purchase and plan their heat pump installation, enabling a highly efficient sales and delivery process. They will implement DevOps best practices, decide when to buy components or build something in-house, and lead the team. This includes creating an environment where team members can learn on the job and focus on their professional development, and actively working to maintain a positive and energetic team culture as the IT organization expands.

Most of the customer journey takes place online. Potential heat pump buyers can join webinars, download information, and get personalized proposals. They can do this from home and without the need to make an appointment with an installer. The HeatTransformers platform securely stores customer data and uses it to finalize the

installation plan, place the order, and schedule the installation. Installers use a proprietary app that saves time and increases quality and consistency, by ensuring the right data is always at hand. And once installed, a monitoring device is placed near the heat pump, to send continuous updates to HeatTransformers' central database. This allows for support and maintenance during the entire life cycle of the pump.

Next on the IT agenda is increasing smart usage of data from the existing customer base and building a technological benchmark. This will allow for increased efficiency in the entire process, from advice to installation – enabling the expected growth. The IT team is also expanding the installers' app and making it available for customers. This will make the customer journey even easier, as it allows homeowners to perform some of the steps on their mobile devices.

The Head of Engineering will lead and further expand the software development team. Currently, this team consists of four FTEs, but the Head of Engineering takes the lead in expanding the team to fourteen colleagues in the near term. The Head of Engineering is part of the leadership team and reports to the founders.

The right candidate for this role has experience leading a small team of software developers. They enjoy working in a fast-paced, dynamic organization, where priorities may sometimes change. They can provide structure and focus within that environment. They know how to enable and support developers in their professional path and help them achieve their milestones. The Head of Engineering plays a crucial role in shaping the future of this innovative company, which is bent on accelerating the transition towards renewable energy. ■



**Interested?** HeatTransformers is working with Top of Minds to fill this vacancy. To express your interest, please contact Hayke Tjemmes at [hayke.tjemmes@topofminds.com](mailto:hayke.tjemmes@topofminds.com).

**“HeatTransformers is a true scale-up. Processes are not always set in stone, and there is a lot of room for creativity, thinking on your feet, and trying new things. At the same time, the Head of Engineering brings a degree of calm and professionalism. And of course, the right candidate fits within our hands-on culture – no suits and ties, but sharing a coffee with installers before they embark on their installation route for the day.”**

Gijs van Vrede, Co-Founder