



Vacancy

# Chief Marketing Officer





Marktplaats is the Netherlands' favorite online source for selling or buying just about anything. Part of Adevinta, the world's leading online classifieds group, this fast-growing company is looking for a CMO to lead the company's BeNeLux marketing team, drive customer acquisition and retention and stimulate top-line growth for Marktplaats and 2dehands.



## Requirements

- 15+ years of experience
- In marketing management & e-commerce
- Performance marketing & CRM
- Stakeholder management
- Brand building
- Strong team leader
- Fluent in Dutch

 **Amsterdam**

 **Minimum of 15 years' experience**



About the company

# Marktplaats

**Marktplaats in The Netherlands, and 2dehands and 2ememain in Belgium, are part of Adevinta, a global online classifieds specialist operating digital online classifieds in 10 countries. Adevinta provides technology-based services to connect buyers and sellers and facilitate transactions, from job offers to real estate, cars, consumer goods and more.**

The three brands are hosted on a multi-tenant platform, operated from the company's office in Amsterdam and are the top players in the classifieds space throughout the Benelux region. With an average of 8 million unique visitors and around 350,000 new advertisements per day, Marktplaats is the largest online marketplace in the Netherlands for private and business sellers of second-hand and new products.

The platform is open to consumers and professional sellers who, together, offer a vast and varied assortment of used and new products at affordable prices. Adevinta Benelux strives to enable anyone to trade goods with their innovative technology, constantly upgrading their platforms to make transactions safer and easier for both buyers and sellers.

Marktplaats' is on a mission to improve the everyday lives of their customers, removing barriers to trade, promoting sustainability, and creating economic opportunity. This innovative company sees potential to grow their customer base even further and believes that each small action and transaction can have a big impact on individuals, their communities and our planet. ►





Vacancy

# Chief Marketing Officer (CMO)

**The Chief Marketing Officer will bring the company's mission to life as the leader of Adevinta Benelux's marketing team. They will build momentum within the growing organization, driving initiatives focused on customer acquisition and retention to maximize top-line growth.**

The CMO will report directly to Florence Schmit, the new CEO of Marktplaats, and be part of the executive management team, participating in important decision-making processes and playing an active role in the company's journey to achieve strategic business goals. They will manage a multinational team of 23 people based in Amsterdam responsible for all marketing efforts across Adevinta's Dutch & Belgian brand portfolio: Marktplaats, 2dehands and Zememain. The team's responsibilities include Integrated Marketing, Brand & Content Marketing, Paid Media, CRM, PR & Marketing Analytics.

Confident and innovative, the CMO is unafraid to propose bold ideas or challenge existing processes or strategies. They will develop and implement marketing plans that drive business growth through full-funnel, performance-based, data-driven and audience-centric strategies and activations. Working cross-functionally with the marketing, commercial and product development teams they will optimize the entire customer journey, encouraging even more people to start and continue using Marktplaats. ▶



As the owner of substantial budgets, the CMO effectively prioritizes funds across multiple strategic priorities and initiatives while maximizing ROI. They regularly conduct market analysis and utilize strategic real-time data and insights to identify challenges and opportunities for growth.

The CMO is an inspirational leader who cultivates a culture based on trust and transparency. They provide motivation, guidance, and mentorship to the marketing team, supporting professional growth and enabling high performance.

Marktplaats is a dynamic and inclusive place to work where feedback and opinions are valued at all levels of the organization. The innovative company supports flexible ways of working and offers employees a combination of remote working options balanced with time in the office in Amsterdam. This role is a perfect fit for a strategic and analytical marketing expert who is eager to have a hands-on leadership role in a sustainability-focused organization. ■



## Interested?

Marktplaats is working with Top of Minds to fill this vacancy. To express your interest, please contact Marlies Hoogvliet at [marlies.hoogvliet@topofminds.com](mailto:marlies.hoogvliet@topofminds.com).

**“The CMO will add incredible value at Marktplaats. Their strategic vision will shape the company’s future marketing strategies. It is an opportunity to make your mark in an international business operating within a fast-growing competitive landscape and support the growth of the global circular economy.”**

**Florence Schmit,  
Chief Executive Officer**