

Vacancy at Marktplaats

Commercial Director C2C

➤ Marktplaats



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Requirements

- Over 15 years of experience
- Strong analytical background
- B2C experience in a tech- or product-driven organization
- Results-oriented
- Hands-on
- Teamplayer

 **Amsterdam**

Marktplaats connects millions of users, fostering trade and supporting the circular economy. C2C plays a pivotal role in driving the company's growth. The Commercial Director C2C will spearhead efforts to transform the platform into a transactional managed marketplace, going beyond merely connecting buyers and sellers to actively managing the entire transaction process.

About Marktplaats

With over 8 million unique visitors each month and 350,000 new listings per day, Marktplaats is the largest online trading platform in the Netherlands for private and business sellers of used and new products. Marktplaats connects millions of buyers and sellers, enabling users to contribute to a world in which people share more and waste less. At any given time, there are 18.7 million advertisements live on the platform.

Marktplaats, along with 2dehands and 2ememain in Belgium, are part of Adevinta, a global leader in online classifieds. Operating across ten countries, Adevinta connects buyers and sellers through technology-driven platforms that facilitate everything from job postings to real estate, vehicles, consumer goods, and more. Adevinta Benelux aims to enable people to trade seamlessly by leveraging innovative technology and continuously enhancing platform safety and ease of use. The three brands, hosted on a multi-tenant platform managed from the Amsterdam office, are recognized leaders in the classifieds market across the Benelux region.

Marktplaats recently became part of a consortium of investors, including Permira and Blackstone. Under the guidance of these new owners, the organization is sharpening its focus on growth and performance. With high standards and ambitious commercial goals, Marktplaats offers a dynamic and challenging environment where people can learn a great deal and advance their careers.





Commercial Director C2C

The Commercial Director C2C is responsible for driving revenue growth, boosting profitability, and ensuring an outstanding user experience in C2C online transactions. Reporting to the General Manager and as part of the Leadership Team, this pivotal role leads a small, dedicated team while aligning cross-functional efforts across product, technology, marketing, and other business functions.

The focus is on developing and executing a comprehensive, integrated strategy to achieve high growth for C2C online transactions. This includes increasing transaction adoption, expanding new listings, and improving monetization. The role also involves designing and implementing innovative pricing strategies, while effectively managing costs to ensure sustainable profitability. Strategic objectives are translated into actionable KPIs, with continuous tracking, reporting, and accountability across the team.

Customer care

This role drives growth by championing and piloting initiatives grounded in data-driven insights and a customer-centric approach. Serving as the driving force behind cross-functional cooperation, the Commercial Director aligns efforts across strategy, analytics, pricing, partnerships, product, technology, and marketing to ensure cohesive execution and the achievement of shared goals. By promoting collaboration and accountability, they ensure financial results are delivered, while breaking down silos and creating alignment across the organization. Their leadership fosters a culture of ownership and high performance.

As a member of the Leadership Team, the Commercial Director embodies and

champions the company culture by inspiring trust, enhancing collaboration, and driving organizational goals through authentic leadership and storytelling. Actively engaging in leadership discussions, they contribute to shaping company-wide strategy and direction.

“The Commercial Director’s approach will be designed to fully facilitate and encourage customers to complete the entire transaction on the platform. This calls for a behavioral shift among users on both sides of the transaction. This dynamic and unique challenge makes the C2C segment and this position truly distinct.”

**Florence Schmit,
General Manager**

This is an exciting opportunity for a seasoned commercial professional with leadership experience in digital, tech, or high-growth environments and a proven track record in defining and implementing growth strategies. A background in strategy consulting complements expertise in product-centric online classifieds or (C2C) e-commerce, making this role ideal for a results-driven individual who can translate data into actionable insights and measurable outcomes. Strong business development and analytical skills enable the candidate to seize new opportunities, build strategic partnerships, and drive profitable growth. Finally, a positive energy, a hands-on mindset, and exceptional team player qualities are essential to the ideal profile.





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.



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