

Vacancy at Vandebron

Manager of Commerce

vandebron



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Requirements

- Over 10 years of experience
- In telco or energy
- Experience with subscription-based models
- Managerial experience
- Results- and performance oriented
- Analytical
- Entrepreneurial mindset

 Amsterdam

Vandebron is more than an energy supplier – it's a movement towards a greener future. The organization aims to reshape the energy landscape and become a leading sustainable brand. The Manager of Commerce will guide the organization's growth strategy, focusing on market expansion and reinforcing Vandebron's position in energy contracts, smart solutions, and broader initiatives within the energy market.

About Vandebtron

Vandebtron – part of Essent – is at the forefront of the next phase of the energy transition, providing 100% green energy sourced exclusively from Dutch producers. Founded in 2014 with a mission to transform the Dutch energy market, Vandebtron pioneered by connecting consumers directly to local green energy producers – marking its ‘Chapter 1’. In an industry often characterized by a lack of clarity, Vandebtron brings transparency and choice, allowing customers to select their preferred sources of solar, wind, or sustainable bioenergy.

Now entering ‘Chapter 2’ of its journey, Vandebtron is focused on making green energy not only accessible but also reliable 24 hours a day. This phase emphasizes leveraging strategic partnerships and advanced technologies to optimize renewable energy sources and ensure grid stability. Through continuous innovation, Vandebtron is committed to turning green energy from an occasional option into a dependable everyday reality.

Vandebtron sees itself as a catalyst for change within the energy sector, integrating technology and strategic partnerships to push the boundaries of what’s possible with renewable energy. With its clear goal of helping the Netherlands reach 100% renewable energy as soon as possible, Vandebtron is dedicated to reducing reliance on fossil fuels, which still account for nearly half of the country’s electricity consumption.

Collective vision

The team of over 250 dedicated ‘Vandebtronnors’ is united by a shared mission to accelerate the energy transition. Employees contribute to this goal across diverse roles, whether engaging with customers, partnering with green energy producers, or advancing the company’s technology platform. Every individual plays a part in a collective vision, working each day to make green energy a seamless and essential part of everyday life in the Netherlands.





Manager of Commerce

With Vandebon's mission of providing 100% green energy, the Manager of Commerce will work to solidify and expand Vandebon's position in the energy market. Building strategic partnerships is a core part of this vision, fueling growth in energy and beyond. The Manager of Commerce will play a pivotal role in identifying, shaping, and accelerating these opportunities. By launching strategic initiatives that attract new customers and deepen existing relationships, this role directly supports Vandebon's ambitions for growth, customer value, and loyalty, turning customers into true brand ambassadors.

Reporting directly to the Consumer Board of Vandebon, the Manager of Commerce will lead a high-performing team consisting of four channel managers, two proposition marketers, a retention marketer, and a business analyst. This team collaborates closely with departments such as Strategy, Proposition, Marketing, and Product and Operations. Together, they execute initiatives that are both commercially impactful and in line with Vandebon's overarching mission and strategy.

Pricing strategy

Experience with pricing in a subscription-based environment is essential. In Vandebon's market, pricing follows a unique dynamic. Strong analytical skills and expertise enable the Manager of Commerce to respond effectively, taking the lead in developing and implementing a strong pricing strategy in close collaboration with a Pricing Specialist.

Setting ambitious KPIs and maintaining sharp market and performance insights, the Manager of Commerce drives Vandebon's commercial success with data-driven decision making. The role also requires staying at the forefront of

developments within the energy market, consistently translating new insights into strategic commercial plans that distinguish Vandebbron in a highly competitive and continuously changing landscape. The Manager of Commerce plays a central role in inspiring, mentoring, and challenging their team, fostering an environment driven by curiosity, data, and an agile, can-do mindset. With strong people skills and a unifying personality, the Manager of Commerce also ensures that other teams and domains across the organization remain aligned with Vandebbron's commercial vision and agenda.

“Our goal is accelerated growth, and there are many ways to get there. You’ll determine the best route to reach that goal: securing a spot among the top ten most sustainable brands and strengthening our position as an outstanding player in the energy market”

**Jasper van den Driest,
CEO**

The ideal candidate may have followed multiple career paths. Experience within telecoms or energy is essential, coupled with expertise in pricing strategies, advanced analytical abilities and strong leadership skills. Lastly, a mission-driven mindset is key - rooted in an intrinsic drive to advance Vandebbron's mission. This role provides a unique opportunity to make a meaningful impact on that vision.





Interested?

Vandebron is working with Top of Minds to fill this vacancy.

To express your interest, please contact Linde Valk at linde.valk@topofminds.com.



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