

Vacancy at VitalFluid

COO



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Requirements

- Over 10 years of experience
- In product management and project management
- Proven experience as a CTO or COO in the management team of a hardware scale-up or SME
- Strong technical expertise and systems engineering mindset
- Hands-on experience in industrializing physical machines from prototype to production
- Proven leadership skills
- Agile mindset with a focus on getting things done

 **Eindhoven**

VitalFluid is developing a unique solution to the global pesticide problem. By harnessing Plasma Activated Water, the company offers a chemical-free and cost-effective alternative to traditional chemicals for plant health. To transform the prototype into a fully operational, scalable product, VitalFluid is bringing a committed Chief Operations Officer on board.

About VitalFluid

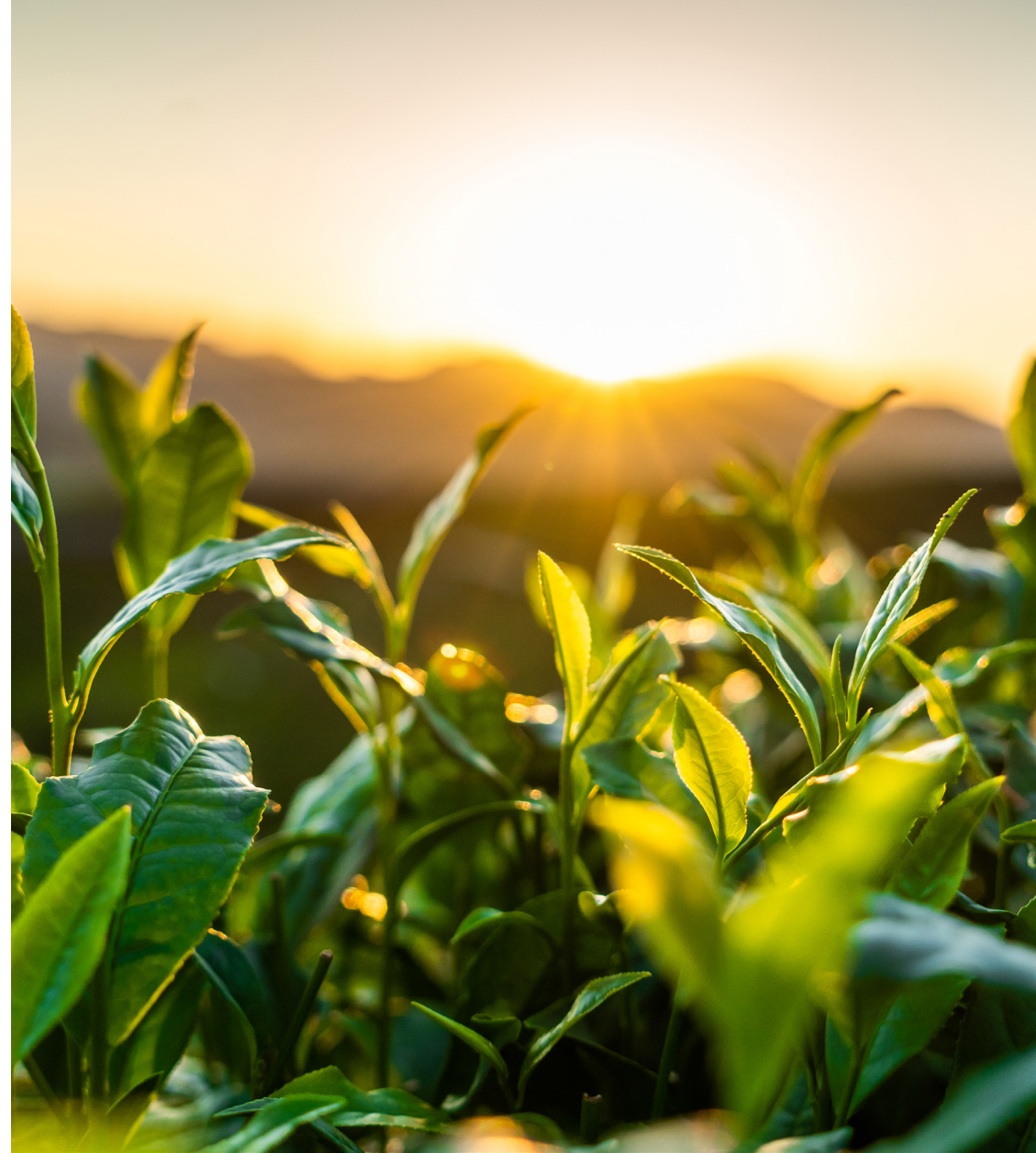
Since its inception in 2014, VitalFluid has grown into a sustainable provider of Plant Health Solutions using Plasma Activated Water. Founders Paul Leenders and Polo van Ooij first crossed paths during research on plasma technology. Recognizing its immense potential for sustainability, they joined forces with Eindhoven University of Technology to launch VitalFluid. Today, the company is based at the renowned High Tech Campus (HTC) Eindhoven, and collaborates with leading partners such as Radboudumc, Wageningen University & Research, and the European Union to drive plasma innovation forward.

At the heart of VitalFluid's mission is a dedication to sustainable food production through clean alternatives to traditional agrochemicals. The company's vision is to eliminate harmful chemical pesticides while securing future food supplies. VitalFluid has developed a working prototype, gained field experience, and proven that its solution delivers results for customers. The machine offers efficacy and a proven technical solution, along with significant financial and ecological benefits.

With a working prototype and strong market interest, VitalFluid is at a turning point. Within 18 months, the company has the potential to transform from a VC-backed start-up into a fully-fledged large-scale operation, bringing its products to market and permanently changing the pesticide industry for the benefit of the environment. The VitalFluid team feels like a close-knit family, fostering an open and welcoming atmosphere. This young and diverse group comprises 27 passionate individuals representing eight different nationalities.

Backed by venture capital

VitalFluid's innovations haven't gone unnoticed. Recently, the company was honored with the prestigious Gerard and Anton Philips Award, recognizing its





pioneering efforts in harnessing plasma for agricultural sustainability. Driven by a passion for technology and a commitment to a greener world, and backed by venture capital, VitalFluid continues to push the boundaries of plasma technology, aiming to create lasting, positive change for the planet.



Chief Operations Officer

The prototype shows great promise and provides a solid foundation for the COO to build on. However, it is not yet operationally or commercially scalable. The COO's mission is to transform these units into practical, affordable products ready for mass production, while also establishing a robust supply chain to support recurring production of several hundred units per year. Working closely with the CTO and the product team – which includes manufacturing, supply chain, production, and software engineers – the COO guides the product through every phase of the process. The CTO, as the developer of the core technology, brings deep technical expertise, while the COO leverages their project management skills to guide the product through each stage, making key decisions and engaging suppliers and other stakeholders along the way. Once the prototype has been successfully developed into a viable end product, the focus will shift to scaling it up as quickly and efficiently as possible. At this stage, the primary focus of the COO will be on coordinating efforts across the organization to support large-scale production. In addition to overseeing the Prototype Machine through to mass manufacturing, the COO will manage the team while also overseeing day-to-day operations at the HTC site in Eindhoven.

The product scope encompasses four domains: electrical, mechanical, chemical, and software. While the COO doesn't need to be an expert in each, they must demonstrate curiosity, understanding, and the ability to translate these disciplines into clear and simplified product specifications. A background in agriculture is highly beneficial and considered a strong asset. Prior experience with scaling a physical machine from prototype to production is essential – preferably achieved on multiple occasions. Through past experiences, the COO knows that success here relies on speed and flexibility: rather than waiting for a product to reach 100% completion before testing, they test at 90% readiness – or even earlier. This agile,

entrepreneurial mindset is something the COO instills effectively within the entire team.

“The prototype is promising, the proposition is strong, and the future looks bright. This is not only a unique opportunity for a COO to fully develop a product from start to finish, but also a chance to be part of an organization capable of delivering a lasting solution to one of the greatest challenges of our time.”

**Erik Hertel,
CEO**

VitalFluid is making remarkable strides towards its ambitious mission of eliminating chemical pesticides for good. The COO will play a crucial role in fostering a sense of pride and encouraging a more outward-facing mindset within the organization. Based at the High Tech Campus Eindhoven, often called Europe’s smartest square kilometer, the COO thrives in a vibrant setting where they’re committed to driving meaningful change every day.





Interested?

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

To express your interest, please contact Annelijn Nijhuis at annelijn.nijhuis@topofminds.com.



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