

Vacancy at Stanley

Senior Supply Planner



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Requirements

- Over 7 years of experience
- In Supply Planning, Supply Chain, Procurement, or related fields
- Within FMCG
- And within D2C-brands
- Highly analytical and proficient in Excel
- Comfortable bringing structure and process
- Excellent storyteller with strong business acumen

 **Amsterdam**

Founded in 1913, Stanley has become iconic in recent years for its esthetic and durable drink containers and thermoses. The company has achieved record-breaking growth thanks to, in part, excellent social media promotion – often organically, through sincere fans of the brand. The data-driven and communicative Senior Supply Planner will optimize inventory and buy plans, ensuring Stanley can fulfill continued growth in demand.

About Stanley

In 2024, Stanley celebrated its 111th anniversary – and tripled its sales. In previous years, the company also saw exponential growth, especially since the pandemic when Stanley’s trendy designs and handy products became popular for camping trips and hikes. Following this growth, the company expanded its product range, helping change how customers store and consume food and drink. Thanks to the public’s social media engagement, Stanley’s innovative and high-quality designs have gained even more awareness and traction. The omnichannel business model has leveraged unprecedented sales growth, with a recent expansion into soft material goods, such as backpacks and cross-body bags.

To achieve this significant growth, Stanley has focused on its two core strengths: innovation and sustainability. They have added more product lines and designs, including a line of products in vibrant colors to appeal to various demographics. Stanley’s sustainability strategy is to create products that last a lifetime, using recycled materials and wrapping products in paper packaging.

The globally operating brand, owned by HAVI, is headquartered in Seattle, U.S., with a growing regional team in Amsterdam, and additional locations such as Shanghai and Rio de Janeiro. Their global Supply Chain organization consists of Supply Chain Planning, Sourcing, Manufacturing, Transportation, Fulfillment, and Quality. The Senior Supply Planner will be crucial in ensuring Stanley continues meeting customers’ expectations.





Senior Supply Planner

For a consumer goods brand with the level of growth that Stanley is experiencing, razor-sharp supply planning is of the essence. The Senior Supply Planner will be responsible for inventory optimization and projecting supply needs (including both volume and speed) based on varying demand. They do so through extensive use of data, both internal and based on trends and insights from partners and suppliers, to drive adequate decision-making.

Dynamic transformation phase

This person is excellent at designing and implementing processes. They are not afraid to roll with the punches in a chaotic context, as Stanley EMEA anchors its business culture and processes step-by-step, in line with the company's exponential growth. They are energized by working in this dynamic environment, where the levels of enthusiasm and passion among colleagues are at an all-time high – while processes and structure are still in the initial stages.

The Senior Supply Planner is eager to contribute to this transformation, while also hitting the ground running in their field of expertise: experimenting, taking initiative, asking questions, and collaborating with cross-functional teams across Finance, Technology, Inventory Management, Fulfillment Operations, Marketing, and Sales to ensure integrated planning for the business.

Inventory optimization

The Senior Supply Planner will develop buy plans at the part level, considering on-hand inventory, forecasts, and safety stock as well as external and market-related factors. Their approach to inventory management follows SKU stratification and prioritization, for which a solid understanding of the commercial business is required. They will ensure the EMEA warehousing network maintains the right

stock levels, determining safety stock at the item level taking seasonality into account.

This person will participate actively in monthly forecast reviews with Sales, to validate demand and review supply. They will contribute to monthly Supply and Operations Planning meetings, by compiling data and sharing insights. They will also highlight supply challenges to the appropriate parties and work with factory liaisons to mitigate these.

Excellent communicator

This person will be a key member of the Operations team and report to the Senior Planning Manager EMEA and APAC. To do this role well, the Supply Planner needs to not only be comfortable and experienced with detailed data analysis using Excel and supply planning tools, but also be skilled in communicating insights to colleagues, management, and external stakeholders.

“They need to be a strong storyteller who can convincingly bring a message across, on a topic where Stanley EMEA so far has not had the time and resources to develop expertise and vision.”

Jimi Prummel,
Senior Planning Manager EMEA and APAC

The right candidate for this role demonstrates passion and ownership in providing Stanley’s customers with an excellent experience, ensuring optimal quality and delivery speed through top-notch supply planning. They approach data analysis from a point of curiosity, showing eagerness to understand the reasons and insights behind the data – thus keeping an eye on the details and the bigger picture.





They are also great at time management and keen to take the initiative, prioritize, problem-solve, identify streamlining opportunities, and suggest process improvements. And they show resilience in a complex, occasionally ambiguous environment.

In this role, an independent, self-starting, analytical, and communicative supply planner will be able to help build the Stanley EMEA organization and have a major impact on its continued growth and success.



Interested?

Stanley 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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