

Vacancy at EQOM

Head of CRM

EQOM
GROUP



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Requirements

- Over 8 years of experience
- Demonstrated success in similar roles at other organizations
- Comprehensive understanding of customer lifetime value (CLV)
- Solid technical CRM skills
- Collaborative teamplayer
- Analytical mindset

 Hilversum

Driven by a bold mission to break the taboo around sexual wellness, EQOM Group is redefining the future of a challenging industry. The Head of CRM leads both day-to-day execution and strategic change, developing scalable, unified core flows across countries with measurable impact, while leading a team of local CRM specialists to consistently achieve commercial goals across a vibrant multi-brand portfolio.

About EQOM Group

EQOM Group is a leading pan-European force in the fast-growing, highly competitive sexual wellness industry. Its portfolio includes a range of well-known consumer brands such as EasyToys, Christine le Duc, Amorelie, Kondomeriet, and Beate Uhse. The group was formed in 2020 through the merger of EDC Retail – a European market leader known for EasyToys – and wholesale distributor Eropartner. Backed by private equity firm Waterland, EQOM accelerated its growth by acquiring Christine le Duc in the Netherlands, Kondomeriet and Nytelse in Norway, and Amorelie in Germany. In subsequent years, the group further expanded its footprint across the UK, Poland, France, Italy, and Spain. With its headquarters in Veendam, EQOM now serves customers in more than sixty countries. Although the majority of sales happen online, an increasing number of retail chains – such as Kruidvat, Etos, and Hema in the Netherlands – have started to stock EQOM products.

Talent Hub in Hilversum

What began as a loosely connected group of companies has evolved into an increasingly integrated organization, home to 360 employees and generating approximately 160 million euros in annual revenue. With ambitious plans for international growth, EQOM is now entering a new phase focused on professionalization and operational integration. Central to this transformation is a clear mission: establishing market leadership in the sexual wellness sector. A crucial part of this strategy involves creating a central talent hub in Hilversum, where several key positions – including the Head of CRM – will be consolidated over the next couple of months.





Head of CRM

EQOM is currently rolling out Klaviyo as its primary CRM platform across all markets. The platform offers extensive possibilities but requires thorough structuring and optimization – a key responsibility for the Head of CRM, who also holds a seat in the B2C management team. This newly created, dedicated position separates CRM strategy and execution from a broader role, elevating it to an expert function focused on maximizing customer lifetime value across multiple brands and markets. The role involves developing strategies to better serve and leverage the existing customer base, reducing dependency on expensive performance channels to acquire new customers.

Responsibilities of the Head of CRM include analyzing what works in different markets and using those insights to develop targeted campaigns for relevant audiences in various countries and across EQOM's different brands. Additionally, this professional will contribute to content strategy by collaborating on engaging website content and promotional hooks aimed at boosting customer interaction. Close cooperation with brand and e-commerce teams is essential to align CRM initiatives with broader business goals.

A key part of the role is strengthening the CRM foundation by improving measurability and continuously aligning and optimizing core flows, such as abandoned cart and birthday flows across countries. Working closely with the data team, the Head of CRM drives deeper insights into customer lifetime value and the development of an RFM (Recency, Frequency, Monetary) model to enable more precise targeting and segmentation.

Driving lead generation and CRM excellence

Moreover, lead generation remains a key priority, and the Head of CRM will actively seek ways to link brand activations with new subscriber acquisition efforts, building effective email flows that nurture leads into loyal customers. A solid technical understanding of CRM platforms and data-driven marketing is necessary to independently identify bottlenecks and optimize processes.

Currently, commercial email campaigns, event-triggered mail flows, and lead generation activities are partly executed in collaboration with an external partner, but the Head of CRM maintains full control and ownership of the strategy and team performance. They will lead an international team of multiple CRM leads spread over several countries, all reporting indirectly to this role. There is also potential to expand the team by adding a CRM specialist if necessary.

“In a fast-growing, multi-brand environment, this role is essential for unlocking the full potential of CRM. It demands a sharp focus on increasing customer lifetime value and the ability to translate insights across brands and markets into impactful campaigns.”

Anneke Kamphuis,
Chief B2C Officer

Reporting to the Chief B2C Officer, Anneke Kamphuis, this position offers a unique opportunity to shape and professionalize CRM within a fast-growing environment. While experience with Klaviyo is beneficial, the ability to rapidly learn and leverage the platform’s full potential is key. The ideal candidate has experience managing CRM in a multi-brand context, understands the value of cross-brand and cross-market activations, and works seamlessly with brand, marketing, data, and analytics teams.





Equally important is proven experience working closely with commercial week- and month-goals, ensuring not only the successful implementation of CRM but also its effective operation within the commercial framework. With the freedom to innovate and lead, this role plays a central part in setting new standards for customer engagement and long-term value creation.



Interested?

EQOM Group 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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