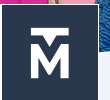


Vacancy at EQOM

Team Lead Promotion & Activation

EQOM
GROUP



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Requirements

- Over 7 years of experience
- Within a promotion and activation role
- In an established e-commerce organization
- Data driven
- Hands-on
- Strong stakeholder management skills

 Hilversum

EQOM is one of the fastest-growing international players in sexual wellness. With bold ambitions to become the undisputed category leader, the PE-backed company is scaling rapidly across Europe. As part of the E-commerce team, the Team Lead Promotions & Activations manages promotions and activations that drive visibility, engagement, and commercial performance for EQOM's dynamic brand portfolio.

About EQOM

EQOM Group is a prominent pan-European player in the rapidly growing and highly competitive sexual wellness market. Its brand portfolio features several well-known names, including EasyToys, Christine le Duc, Amorelie, Kondomeriet, and Beate Uhse. The group was established in 2020 following the merger of EDC Retail – the European frontrunner behind EasyToys – and wholesale distributor Eropartner. In 2021, private equity firm Waterland joined as a shareholder, enabling EQOM to accelerate its growth through the acquisitions of Christine le Duc in the Netherlands, Kondomeriet and Nytelse in Norway, and Amorelie in Germany. In the years that followed, the group continued to broaden its presence across key European markets including the UK, Poland, France, Italy, and Spain.

Headquartered in Veendam, where close to three hundred employees are based, EQOM now serves customers in over sixty countries. While most sales take place online, an increasing number of retail chains – including Kruidvat, Etos, and Hema in the Netherlands – have begun stocking EQOM products.

Talent Hub in Hilversum

What began as a loosely connected group of companies has grown into a more integrated organization, home to 360 employees and generating around 160 million euros in annual revenue. With ambitious plans for international expansion, EQOM is entering a new chapter focused on further professionalization and operational alignment. At the heart of this transformation is a clear mission: to establish market leadership in the sexual wellness industry. A key element of this strategy involves the opening of a talent hub in Hilversum, where several strategic roles will be clustered.





Team Lead Promotion & Activation

EQOM is in the midst of a company-wide professionalization – and nowhere is that transformation more evident than in e-commerce. The E-commerce department currently comprises around twenty specialists, working across areas such as CRO, campaign management, on-site shop management, and promotions & activations.

That last domain is the responsibility of a small but impactful team, reporting to the new Team Lead Promotions & Activations. From Black Friday and Pink Friday to Valentine's Day and 2-for-1 offers: all commercial activations originate here. In addition to these product-driven campaigns, the team also focuses on personal promotions such as voucher codes, which can serve a range of goals – from lead generation through newsletter sign-ups to loyalty incentives like member-only discounts or birthday offers.

Guided by the brand calendar, the team designs campaigns and sets the accompanying promotions strategy across EQOM's key markets in the Benelux, DACH, and France. Obviously, each promotion and activation must drive optimal impact in both reach and conversion. Whether this is fully realized at present can sometimes be difficult to assess. This role focuses on strengthening promotions across both the commercial and UX dimensions, ensuring they contribute to margin while also being more effective within the on-site journey and overall user experience. The Team Lead Promotions & Activations combines strategic insight with a data-driven approach to optimize performance across the board.

Although substantial data exists, it isn't always immediately at hand. That means going beyond surface-level reporting and proactively looking for the answers that

matter. Together with a dedicated promotions analyst who is set to join soon, the Team Lead will leverage A/B testing and in-depth commercial analysis to uncover what fuels performance and what needs to change. While deep technical skills are not required, this role does call for someone with a sharp analytical mind and a genuine interest in understanding the numbers. A basic understanding of SQL would be a strong advantage, helping to translate data into actionable insights. Commercial acumen is equally important: combining data analysis with a clear sense of what drives business results is key to making smarter, more profitable decisions.

“EQOM is an incredibly vibrant company. In this role, you’ll naturally tap into that energy, bringing the skills, data-driven insights, and structure needed to accelerate our rapid growth. It’s a great opportunity for an e-commerce professional who wants to leverage their expertise in a fast-growing company – leading a team and building the function from the ground up.”

Rikke Nielsen, Head of E-commerce

Having successfully built similar capabilities within a larger e-commerce organization, the Team Lead brings the hands-on experience needed to shape this function at EQOM. Reporting directly to Head of E-commerce Rikke Nielsen, they are empowered with a clear mandate to take ownership and drive progress. Rikke values someone who brings well-grounded ideas to the table, takes initiative, and dares to challenge existing ways of working. Based in the new office in Hilversum, the role is a great fit for a professional who feels at home in a young, international team that thrives on momentum and benefits from solid mentoring. Equally important is the ability to bring clarity, structure, and consistency to the team’s day-to-day operations – helping to raise the bar across the board.





Interesse?

EQOM Group is working with Top of Minds to fill this vacancy.

To express your interest, please contact Marc Mohr at

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