

Vacature bij EQOM Group

# Data Analyst

**EQOM**  
GROUP



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Executive Search



## Requirements

- Over 4 years of experience
- In a commercial, fast-paced organization
- Solid knowledge of SQL and experience with dbt, Databricks, Power BI, and Python
- Strong interpersonal and communication skills
- Located in the Netherlands

 **Remote**

**EQOM Group is a major force in Europe's sexual wellness industry. As the company continues to professionalize and grow, data plays an increasingly vital role. The Data Analyst helps unlock the full potential of data, translating it into actionable insights and practical solutions to create value and support the shift towards a more data-driven way of working.**

# About EQOM Group

**In the fast-paced and competitive world of sexual wellness, EQOM Group stands out as one of Europe's most prominent and rapidly expanding names. 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 Europe. Today, EQOM serves customers in more than sixty countries. While the majority of sales take place online, several retail chains – such as Kruidvat, Etos, and Hema in the Netherlands – have also started to offer EQOM products.

Mission: become the market leader

At present, EQOM employs 360 people and generates approximately 160 million euros in annual revenue. The group is embarking on a new phase centered on further professionalization and operational alignment, guided by a clear ambition: to establish itself as the market leader in the sexual wellness industry.





# Data Analyst

**Recognizing the vital role data plays in the company's success, EQOM Group is strengthening its Data Team with several data analysts who combine technical expertise, business understanding, and interpersonal skills. This team serves as a center of excellence for data professionals, driving high-quality analysis and insights. The Data Analyst contributes by developing data models, creating visualizations with PowerBI, uncovering meaningful insights, and delivering practical solutions that improve decision-making across departments including e-commerce, logistics, finance, sales, and purchasing – serving both B2B and B2C operations.**

However, real impact arises from understanding what the business truly needs. The Data Analyst should apply interpersonal skills to listen carefully, interpret insights, and challenge colleagues to explore new perspectives on how data can generate value beyond traditional dashboards.

Reporting to the Head of Data, the Data Analyst works with tools such as Databricks, Power BI, and dbt to build data pipelines, model data, and generate analytical insights. The immediate focus lies on strengthening the current setup to make it more effective and robust. At the same time, ongoing improvements in how EQOM Group supports its customers lead to new data streams and formats that will need to be integrated moving forward.

**“EQOM’s data maturity is still evolving – making this the perfect moment to join. Every contribution is immediately visible and makes a tangible difference. For a data expert who thrives on building, connecting, and solving, this role offers the chance to help a company take huge steps forward.”**

**Ronald van den Berg,  
CFO**

The ideal candidate is a curious and motivated professional who knows how to ask the right questions, even when problems are not yet clearly defined. Seniority is measured less by years of experience, but more by a demonstrated track record of using data effectively to create value and drive business growth. Equally important is the ability to build strong relationships with colleagues and earn their trust, both in the role and in the power of data. To foster these connections, spending time on-site in Veendam – ideally at least once every two weeks – is an essential part of the role.





# Interested?

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

To express your interest, please contact Julia Besa at [julia.besa@topofminds.com](mailto:julia.besa@topofminds.com)



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