

Vacancy at EQOM Group

Head of Data & Insights

EQOM

GROUP



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Kandidaatprofiel

- Over 7 years of experience
- In data & analytics
- Experience in e-commerce
- Technical background
- Skilled in building and managing high-performing teams
- Outstanding connector and stakeholder manager
- Experience with Databricks, dbt, Python, or comparable technologies



Veendam

EQOM is scaling fast across Europe, on a clear path to become the undisputed category leader in sexual wellness. Strengthening the data team is a key priority, led by an experienced Head of Data & Insights who will define how data drives decision-making and ensure insights are fully embedded in strategy, operations, and growth initiatives.

About EQOM Group

In the dynamic and highly competitive sexual wellness industry, EQOM Group has emerged as one of Europe's leading and fastest-growing players. Its portfolio features 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. Private equity firm Waterland formed EQOM by acquiring Easytoys (which had previously acquired Pabo, Christine le Duc, and Beate Uhse) and Eropartner, and subsequently accelerated its growth with the acquisitions of Kondomeriet and Nytelse in Norway, Amorelie in Germany, and Nexus in the UK.

Over the years, the group has continued to broaden its European reach, now serving customers in more than sixty countries. While e-commerce remains the primary sales channel, the group's products have also found their way into major retail chains in the Netherlands, including Kruidvat, Etos, and Hema.

Mission: become the market leader

With a team of 360 employees and annual revenues of around 160 million euros, EQOM 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.





Head of Data & Insights

How can data help make EQOM's Black Friday campaigns more successful, forecast demand, optimize stock planning, or generate deeper customer insights? Data is at the heart of the company's growth ambitions, and the Head of Data & Insights ensures it drives real business impact. This role goes beyond defining and implementing a data strategy or leading a team; it is about being the liaison between the business and data to create measurable results.

Acting as the analytical conscience within the leadership team, the Head of Data & Insights provides sharp, substantiated, and forward-looking perspectives that guide decisions from boardroom discussions to webshop operations. By aligning data with commercial priorities and translating complex analyses into actionable insights, this leader ensures that data becomes a true driver of business value. This requires a technical mindset, as they regularly interact with teams familiar with the company's technical stack, including tools such as dbt and Databricks. While the Head of Data & Insight doesn't need to be a deep technical expert, they should be comfortable understanding the capabilities of these tools and translating their potential into business impact. Working closely with marketing, sales, finance, and operations, the Head of Data & Insights uncovers opportunities, anticipates challenges – even those the business has yet to recognize – and embeds a culture where insights shape decisions. In doing so, the Head of Data & Insights positions the team as a key enabler of EQOM's continued growth and increasing data maturity.

With a multidisciplinary team of six professionals supporting execution, this leader provides vision, direction, and clarity, ensuring insights are put into practice. To maintain strong collaboration with the wider business, this person will work from the Veendam office at least once a week. Given that the data team will be split between Veendam and the new office in Hilversum, strong leadership skills are essential to keep the team engaged, committed, and collaborating optimally.

“As Head of Data & Insights, you will play a defining role in positioning EQOM as a truly data-driven organization, delivering insights that propel the business forward and underpin our continued success in the European sexual wellness market”

Roland van den Berg,
CFO

This role offers the opportunity to define how an ambitious international company leverages data. It requires a leader who translates complex analyses into clear, strategic insights, inspires and directs teams with confidence and structure, and stays focused in a fast-moving, high-pressure environment. Experience in e-commerce, strategic foresight, and a flair for innovation are essential, as is the creativity to find new ways for data to drive real business value. Analytical rigor meets imagination in this role, giving the right candidate the chance to leave a tangible mark on a rapidly growing international business.





Interested?

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

To express your interest, please contact Julia Best at Julia.Besa@topofminds.com



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