

Vacancy at Peddler

# Head of Finance

**peddler.**



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## Requirements

- Over 6 years of experience
- In financial analysis, reporting, and planning
- Within logistic- or supply chain-driven retail or e-commerce
- Expertise in financial modelling, budgeting, and forecasting
- Highly analytical, with the ability to transform complex data into actionable insights
- Solid understanding of accounting principles
- Scale-up mindset

 **Amsterdam**

**Peddler is on a mission to become the fastest and largest fully sustainable last-mile network in the Netherlands. The Dutch start-up is well on its way to achieving its goals: the momentum is there, along with the capital and strong market demand. The Head of Finance steers the company into its next growth phase, ensuring the financial organization supports and accelerates sustainable expansion.**

# About Peddler

**Peddler was founded in 2019 by James Klymowsky, who set out to connect consumer demand with the closest available product – covering everything from boutique fashion to fresh organic groceries. He built a smart algorithm and launched the business, rooted in creating a best-in-class local marketplace. Using a fleet of electric cargo bikes as its core delivery method, the concept took off quickly. The pandemic, followed by the rise of instant delivery services, disrupted momentum. However, Peddler remained steady, growing in a controlled manner, adopting a fail-fast methodology while maintaining a clear focus on cost control.**

After several pivots, the business model now stands on solid ground, focusing on a B2B approach. Major global retailers and international brands now rely on Peddler's urban logistical network to manage their last-mile to hyper-local fulfillment. Many prominent ecommerce giants face logistical or regulatory challenges preventing them from sending (large) trucks or cars into city centers, or they require more sustainable delivery options in their supply chain. For all of them, Peddler's logistics solution offers a seamless technology-driven alternative with an emphasis on speed, sustainability and cost leadership.

Every day, hundreds of couriers navigate the streets of Amsterdam, The Hague, Rotterdam, and Utrecht on Peddler's cargo bikes. Nationwide expansion is next, starting with twenty additional cities, while international growth remains a mid-term ambition. The immediate focus remains firmly on the Dutch market. Peddler is well positioned to achieve its ambitions: the business model is strong and proven, the competitive landscape has thinned, and market demand continues to rise.





# Head of Finance

**Peddler is entering a defining new phase. The company is preparing to significantly scale its sustainable delivery network. That ambition requires a solid financial backbone – one that balances rapid growth with strict cost control and operational efficiency. Guiding this challenge forward is the Head of Finance.**

This role oversees the financial framework that underpins Peddler's growth. The top priority lies in cash flow management: tracking expenses, payroll, and working capital with precision. Alongside this, the Head of Finance monitors the roll-out of new city hubs and identifies opportunities for cost savings. From rethinking asset strategies – leasing versus buying – to optimizing the mid-mile or turning financial data into clear actionable business insights, this professional ensures finance becomes a driver of sound decision-making. They also support fundraising efforts, providing data-driven insights and analysis to guide future investment rounds. The foundation of financial systems and processes is in place, yet there is room for further professionalization. The Head of Finance explores opportunities for automation and process improvement, shaping tools and workflows to make financial operations more efficient and insightful. Regular reporting to investors is part of the scope, always handled with accuracy, confidence, and a clear narrative that reflects both financial discipline and strategic vision.

As a member of the management team, the Head of Finance acts as a strategic sparring partner for the CEO on all finance-related matters, unafraid to challenge the status quo. Leading a direct report and expanding the finance team over time, this professional demonstrates strong leadership skills and the curiosity to look beyond the surface and dig into the details that matter. Thriving in a fast-paced environment, the Head of Finance embraces the company's growth mindset and effectively translates it into everyday practice.

**“This role suits a finance professional who excels in a low-margin, high-growth business and is motivated by finding the most efficient and impactful solutions. It is a unique chance to join a fast-growing startup where your contributions will directly influence our operations, strategy, and growth trajectory.”**

**James Klymowsky,  
CEO**

Joining Peddler as Head of Finance provides direct exposure to investors and fundraising, while being trusted with the full mandate to build and evolve the finance function. By taking ownership, the professional can make a tangible impact, shaping financial strategy and supporting decisions that drive the company’s ambitious growth and its vision for sustainable city delivery.





## Interested?

Peddler is working with Top of Minds to fill this vacancy.

To express your interest, please contact Claire den Beer Poortugael at [claire.denbeerpoortugael@topofminds.com](mailto:claire.denbeerpoortugael@topofminds.com).



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