

Vacancy at Original Beans

# Head of Brand & Marketing



ORIGINAL BEANS

TASTE THE RARE AND PRESERVE IT



TOP OF MINDS

Executive Search





## Requirements

- Over 8 years of experience
- In branding/marketing roles
- Self-starting
- Affinity with hospitality
- Energetic and hands-on

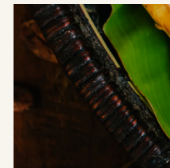
📍 Amsterdam

**Since 2008, Original Beans has ventured deep into remote rainforests to source the world's rarest and fairest cacao beans, creating a food culture that actively regenerates the planet. The Head of Brand & Marketing drives Original Beans' transition into a B2B ingredient brand, making strategic decisions that establish the brand successfully and deliver strong, measurable results.**

# About Original Beans

At first glance, Original Beans may appear to be 'just' a scaleup producing some of the world's finest chocolate. The company works with the rarest cacao beans, sourced sustainably from deep in the rainforest, and its products have earned numerous awards, delighting renowned chefs and leading food companies alike. But Original Beans is much more than chocolate – it is also a nature conservation business. Founded in Amsterdam in 2008 by Philipp Kauffmann, the company creates chocolate that is as delicious as it is regenerative for people and the planet.

Fifteen years on, Original Beans has become a pioneer of Europe's craft chocolate movement and a leader in regenerative business practices. The company works to replenish the resources usually destroyed by the cocoa industry as well as others. That's why the One Bar: One Tree program was created. Per chocolate sold, the company grows trees, adding up to millions of trees planted to date. Most of the chocolate is sold to hotels, restaurants, pâtisseries, icemakers, and bakers, as well as to consumers through premium retail chains. Key markets include the DACH region, the UK, France, the Netherlands, Spain, Denmark, and the US.





# Head of Brand & Marketing

Original Beans' rebranding from a consumer-focused to a B2B ingredient brand is well underway. Most of the plans are in place; now it is time to bring them to life across the organization. The Head of Brand & Marketing will lead this effort, using a broad marketing perspective to guide all disciplines and position the brand effectively with its customers – hotels, restaurants, bakers, pâtissiers, and other premium chocolate makers – who in turn communicate to their consumers why Original Beans is the best, most conscious choice. By embedding the B2B2C approach, the Head of Brand & Marketing ensures the small marketing team moves smoothly and confidently through this transition.

With both the autonomy and budget to make decisions, the Head of Brand & Marketing balances strategic oversight with hands-on execution. On some occasions, this involves working with external agencies to support initiatives or produce thought leadership content; on others, it means personally developing marketing plans or designing influencer campaigns. Quick thinking, a commercial mindset, and data-driven decision-making guide every action.

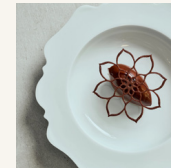


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*This role suits an all-round marketer with the strategic insight to steer and coach the team toward measurable progress across the board. At the same time, it requires a true doer – someone who can combine a solid plan with the agility to act on the spot and deliver.”*

▪ **Sofie Troost-Kommeren, Commercial Director**

The marketing team benefits from a decisive, coaching leader who can elevate their capabilities. The Head of Brand & Marketing reports to the Commercial Director while having full autonomy to shape and implement the brand’s strategy, structure, and daily operations. It’s a role where an ambitious marketer can make a real difference, taking a purpose-driven brand to the next level and supporting its ambitious growth goals.







# Interesse?

Original Beans is working with Top of Minds to fill this vacancy.

To express your interest, please contact Gijs Millaard at

[gijs.millaard@topofminds.com](mailto:gijs.millaard@topofminds.com) or Marc Mohr at [marc.mohr@topofminds.com](mailto:marc.mohr@topofminds.com).



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