

Vacancy at Faceland

# Head of Expansion & Facilities

# FACELAND



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## Requirements

- Over 6 years of experience
- In project management
- Experience in building and managing teams
- Within an international organization
- Scale-up mindset
- Hands-on attitude

**Faceland provides clinically proven aesthetic treatments at accessible price points. The chain operates over thirty clinics across the Netherlands, Germany, Switzerland, and Belgium, and aims to become the undisputed European leader in cosmetic medicine. With majority owner Verlinvest fueling further growth, around fifteen new locations are added each year, creating an exciting opportunity for a Head of Expansion & Facilities.**

 Capelle aan den IJssel

# About Faceland

**Faceland was founded in the Netherlands in 2013 and has since developed into a leading international organization in cosmetic medicine, with clinics across the Netherlands, Belgium, Germany, Switzerland, and Italy. Active in major cities such as Amsterdam, Rotterdam, Antwerp, Bern, Zurich, Milano, and Düsseldorf, the company provides a wide range of treatments, including injectables, skin improvement, and selected surgical procedures.**

The organization operates from a clear mission: 'everywhere for everyone'. By focusing on transparent pricing and removing unnecessary margins or starting- from rates, Faceland has helped make cosmetic treatments accessible to a broader audience. This approach has lowered the threshold for clients to consider cosmetic care, while maintaining a strong emphasis on the highest professional standards and medical responsibility.

## **European expansion**

As the number of cosmetic treatments increases by approximately thirty percent per year, Faceland continues to expand its presence across Europe. Following the majority acquisition by Belgian-based private equity investor Verlinvest in 2023, Faceland's international growth ambitions have accelerated. Backed by this strategic investor, the company – headquartered in Capelle aan den IJssel – can now expand more rapidly across the fast-growing European medical aesthetics market and further its mission to improve access to high-quality cosmetic medicine for all patients.





# Head of Expansion & Facilities

**The impressive growth Faceland has achieved in recent years marks only the beginning. This year alone, eleven new clinics will open in Germany, four in the Netherlands, and one each in Belgium and Switzerland. To drive this expansion, Faceland is bringing on an experienced and dedicated Head of Expansion & Facilities.**

The role is centered on ensuring that every step of the expansion and facilities operation is executed smoothly and professionally, rather than on selecting new clinic locations. The focus is firmly on professionalizing and scaling operations. Leading multiple projects and teams at once, the Head of Expansion ensures that each new clinic opens on time, on budget, and fully ready to deliver the Faceland experience. They manage the entire lifecycle of new clinics, from planning and construction to interior fit-out, permits, and final go-live. Architectural and design standards are applied consistently across the network, establishing a framework that makes new locations easier to replicate and operate at full capacity from day one. Close collaboration with external contractors, legal support, and local authorities is essential to manage leases, building regulations, and permits effectively.

Operational responsibilities extend beyond new openings. Facilities management spans maintenance, utilities, and workplace readiness across multiple countries, alongside site analysis and involvement in contract and vendor management. The Head of Expansion & Facilities leads a central team of five project managers and facilities staff, while also expanding the team's capabilities – potentially adding brand managers, designers, and architects. Defining which processes stay in-house and which are outsourced is central to structuring the team efficiently and supporting scalable expansion.

## Operational excellence

Procurement is another area where this role adds impact. From furniture and materials to value engineering across the entire expansion pipeline, the focus is on driving efficiency, leveraging scale, and ensuring continuous optimization so that each clinic meets and exceeds high-quality standards. Safety, compliance, and operational protocols are carefully monitored across every location, guaranteeing consistent and reliable performance.

The Head of Expansion & Facilities reports directly to the recently appointed COO, André Rodriguez. Alongside close collaboration with him, this role partners with the CMO to coordinate local marketing strategies, creating a repeatable blueprint that ensures every location opens smoothly and attracts patients from day one.

*Success in this role is measured by more than just numbers. It's about establishing architectural and design standards followed across the organization, developing a reliable pool of contractors, and centralizing expansion processes to enable efficient, large-scale growth. This position offers the opportunity to drive and accelerate Faceland's ambitious growth plans across Europe."*

▪ **André Rodriguez, Chief Operating Officer**

This newly created role is critical to Faceland's international growth. Operating in a fast-growing, international environment, this leader drives international expansion by translating plans and analyses into action, while simultaneously building the professional structures and processes the organization needs to scale quickly and effectively.





## Interested?

Faceland is working with Top of Minds to fill this vacancy.  
To express your interest, please contact Vivian Linker at  
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