

Vacancy at Eidra

Director

Eidra



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Eidra is an international PE-backed consultancy collective that combines management consulting with deep expertise in design, technology, and commerce. In 3.5 years, the Dutch collective has grown significantly and is now making a shift from product execution toward broader strategic partnerships with clients. The new Director will lead the consulting practice that drives that shift.

Requirements

- Over 12 years of experience, with a foundation in consulting followed by a more entrepreneurial or commercial path, such as growing a business or a business line
- Track record in building and growing C-suite client relationships
- Generalist consulting toolkit across growth strategy, operating models, and digital transformation
- Entrepreneurial mindset
- Organizational savvy with strong stakeholder management skills
- Able to translate AI strategy into operating models, products, and execution
- Fluent Dutch speaker, based in the Netherlands

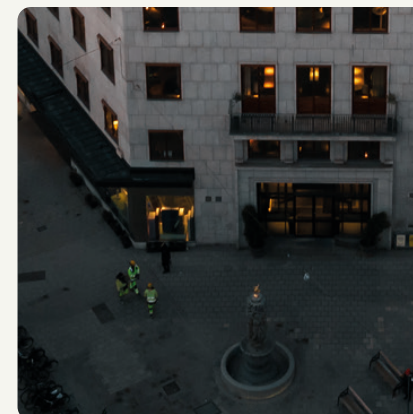
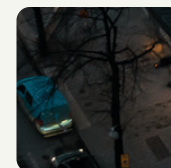
 **Amsterdam**



About Eidra

Eidra was founded in 2019 with a clear idea: bring the best-in-breed expert companies together under one roof and design a model to orchestrate their capabilities for clients. Seven years later, 1,500 consultants and specialists across seven countries combine thinking and doing to solve complex problems, taking responsibility for both strategic direction and hands-on execution. Swedish private equity firm Altor has backed the group as a minority investor since 2020. To make it work as a true collective, internal competition is removed by design: the group is owned by 160 active partners who all hold equity in the group as a whole, with no P&L incentives tied to individual companies. The incentive is always to bring in whoever is best for the client, never whoever earns an individual unit the most credit.

The collective operates as a house of specialist brands, each with its own craft culture and identity. Fabrique and Q42 were the first companies to join the Dutch collective, and from that foundation the group has grown steadily. With Curamando and Essense joining in the years that followed, the Dutch collective now counts around 250 people: a melting pot of curious people with very different expertise and backgrounds. Together they serve clients across retail, insurance, and culture – from HEMA and Signify to InShared and all major Dutch museums, including the Rijksmuseum – sectors that are actively transforming rather than just talking about transformation. The Dutch market is large enough to be taken seriously, small enough to move fast, and relationship-driven enough that a strong connector can outcompete much larger firms.





A genuine challenger

Most management consultants know the frustration of handing over a deck and watching nothing happen. At Eidra, that frustration disappears. The execution capacity sits next door: strategy becomes a product roadmap, a brand repositioning, a re-engineered customer journey, software that actually gets built. Eidra has established itself as a genuine challenger to the largest consulting firms, and is increasingly invited to compete at that level. The Netherlands is one of Eidra's three primary growth markets, alongside DACH and the US, with growth split roughly evenly between organic expansion and acquisitions.

Vacancy

Director

Eidra is wired for growth. The moment to accelerate is now, and in the Netherlands, that acceleration starts with the Director who builds and leads the practice worthy of that ambition.

The starting point is a consulting practice with nine professionals, most of them senior generalists with strong strategy consulting backgrounds. Part of the team operates as orchestrator and strategist on larger client assignments that span multiple companies within the collective. Others are embedded directly inside the operating companies, actively bridging the consulting and expert worlds. In AI work specifically, Eidra's engineers, product designers, and data specialists sit alongside the consulting team, so a strategy engagement can credibly cover the full stack, from operating model to product to change program. It is a position very few pure-play strategy firms can match, and the foundation for something significantly larger.

The Director will grow the Dutch consulting practice, with the ambition to triple or quadruple the team into a practice that is built to last. That means winning new clients and deepening existing relationships, moving from focused specialist engagements toward full-scope growth programs that draw on the breadth of the collective. The Director sits at the table where growth strategies are defined, and builds the relationship from there, orchestrating seamlessly across brands and capabilities to make sure clients get the full strength of the group. That orchestration, getting the most value out of the collective for every client, is the core responsibility of the consulting practice.





Both words in that sentence – ‘builds’ and ‘relationship’ – capture what this role is about at its core. The Director’s entrepreneurial appetite for building is matched by a talent to connect people and build relationships, externally with C-level client stakeholders and internally with the managing directors and specialists across the Dutch operating companies. Genuine curiosity is the foundation: an intrinsic interest in what happens inside a product studio, a design agency, or a commerce practice, and the ability to earn the trust of people who are exceptionally good at what they do. Eidra consultants care more about the problem than their title.

” *There’s no playbook for the Dutch market or ‘business as usual’. What we have is a collective of genuinely exceptional people in design, tech, and commerce, and the ambition to build a serious consulting practice around them. In this role, you get the freedom and mandate to define what that practice looks like, a level of autonomy that is hard to find in this industry.”*

▪ Wietske Rodenhuis, CEO Eidra Netherlands

Eidra operates on a simple principle: test it, try it, and see if it works. There is no predefined path and no shortage of room to experiment. The Partner who thrives here is energized by that freedom and committed to bringing out the best in themselves and their fantastic team of experts every day: designers, engineers, brand strategists, and digital specialists who have built things, shipped things, and won awards. Working alongside them teaches something no strategy deck ever could. This is not a practice with a vision already set: it is one still waiting to be built, with a genuine equity stake in what it becomes.



Interested?

Eidra is working with Top of Minds to fill this vacancy. To express your interest, please contact Remco Vlemmix at remco.vlemmix@topofminds.com.



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