

Vacancy at PF Concept

Marketing Director



PF Concept



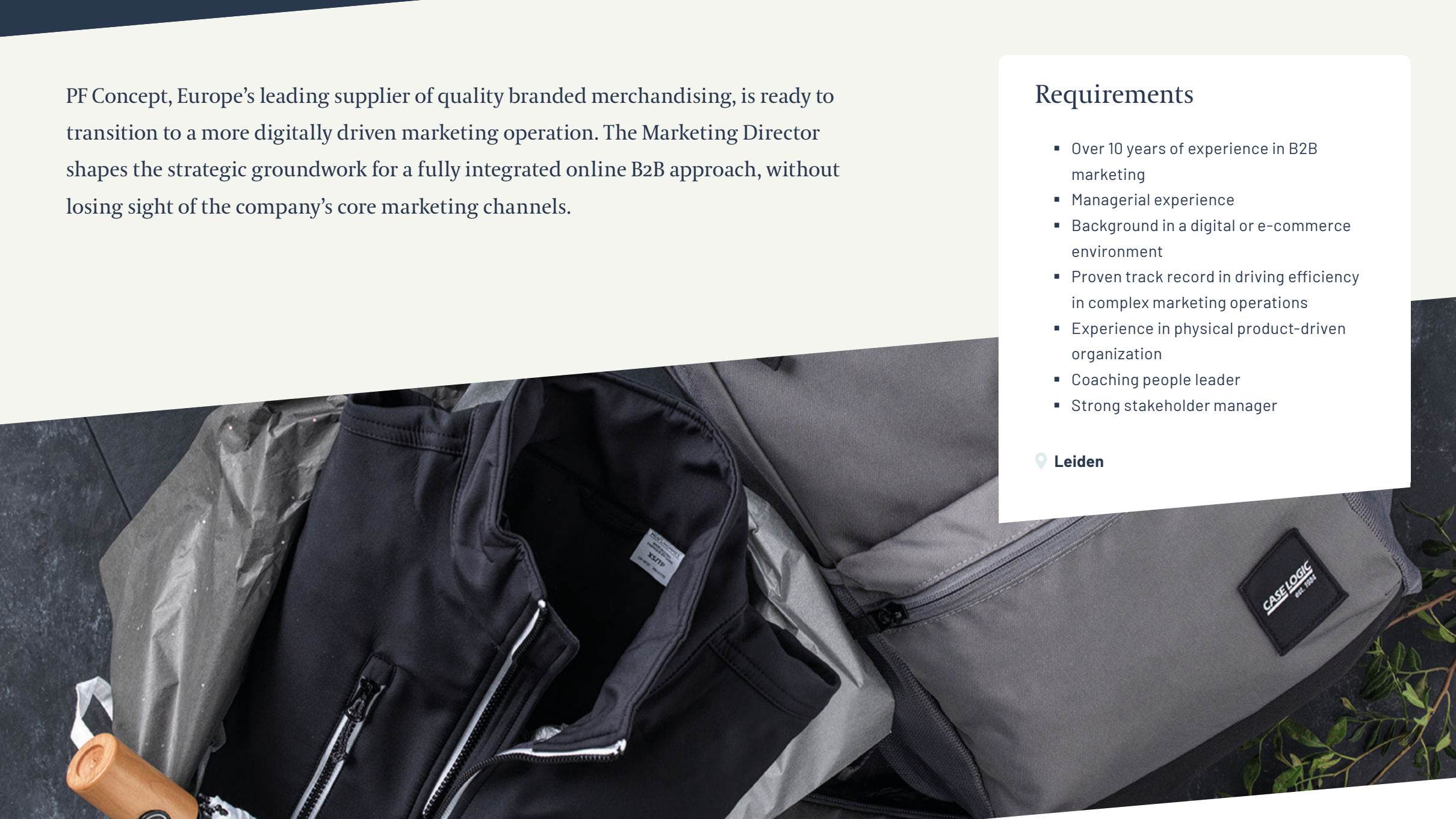
TOP OF MINDS
Executive Search

PF Concept, Europe's leading supplier of quality branded merchandising, is ready to transition to a more digitally driven marketing operation. The Marketing Director shapes the strategic groundwork for a fully integrated online B2B approach, without losing sight of the company's core marketing channels.

Requirements

- Over 10 years of experience in B2B marketing
- Managerial experience
- Background in a digital or e-commerce environment
- Proven track record in driving efficiency in complex marketing operations
- Experience in physical product-driven organization
- Coaching people leader
- Strong stakeholder manager

📍 **Leiden**



About PF Concept

Whether it's a Stanley water bottle, a Moleskine notebook, or a Mepal lunchbox, organizations looking for quality branded merchandise find their way to PF Concept. As a product media expert with over fifty years of experience, the company has grown into the European leader in its field, serving over ten thousand distributors. PF Concept is part of the PE-owned Polyconcept Group with a combined revenue of more than one billion euros.

PF Concept is the first link in a classic B2B2B chain. The company holds stock, prints products, and sells through around ten thousand distributors across Europe, who in turn serve corporate end clients and SMEs. The webshop processes over two hundred million euros in transactions annually, making it one of the largest B2B platforms in the Netherlands.

Sustainability is one of PF Concept's three strategic pillars. The company is actively investing in responsible sourcing, circularity, product transparency, and decarbonization, both within its own operations and by helping customers navigate their own sustainability transitions. The ambition goes beyond market leadership: PF Concept aims to help shape the future of an industry long associated with disposable products – a meaningful shift.

The market is competitive. With hundreds of suppliers active across Europe, each specializing in particular categories, distributors spread their orders across multiple sources. PF Concept ranks among the top three in the market, an edge built on the breadth of its portfolio, stock reliability, digital tools, and an increasingly defining sustainability agenda. That position provides a strong foundation for what comes next.





Vacancy

Marketing Director

Over the past years, PF Concept has built a solid foundation: a renewed brand identity with a clear visual language and brand promise, investment in Salesforce tooling, and a BI team that provides sharper insight into customer behavior than ever before. The next step is turning those investments into accelerated commercial growth. The Marketing Director takes ownership of that agenda.

The strategic priorities are straightforward: strengthen customer engagement, drive distributor acquisition, and increase share of wallet. Long-term business growth across Europe is the goal. That means building digital funnels and campaigns that drive conversion, activating distributors in categories where they are not yet active, and designing the online B2B customer journey. Digital and traditional channels work in close interplay; together they define how PF Concept engages its customers.

Sustainability is an integral part of the commercial story. The Marketing Director translates PF Concept's sustainability ambitions into a clear proposition for distributors and their end clients, helping them understand what responsible product media choices can mean for their brand. The operational side requires focus, too. The annual product catalogue process demands close coordination with category management and product teams. The trade fair calendar and weekly content cadence need to run leaner, with more control.

The close-knit team of approximately ten marketing professionals brings together specialists with expertise in communications, design, digital, marketing, media, and analytics. In a commercially driven organization with varying priorities across sales, category management, and country teams, the Marketing Director sets the agenda and brings people along. She/he creates clarity, inspires confidence, and builds the kind of shared purpose that turns a good team into a great one. Reporting directly to CCO Jeroen Nikkelen, this is a leader who balances strategic thinking with practical execution and knows how to elevate the talent already in the room. In addition, she/he knows how to leverage AI to accelerate execution and drive success.

” *The biggest opportunity for marketing is helping our customers discover new possibilities for growth. We have strong foundations, excellent data, and significant ambitions. The next step is translating those strengths into even greater commercial impact. You are the leader that can help us make that happen.*”

▪ Jeroen Nikkelen, Chief Commercial Officer

PF Concept is based in the center of Leiden. It's a team that is proud of what it has built and excited about where it is going. The people here feel connected to a mission that goes beyond moving products: helping organizations make smarter, more responsible choices about how they represent their brand. For a Marketing Director who wants to lead a team, shape the strategic agenda, and leave a mark on a business that is ready for it, this is the role.





Interested?

PF Concept is working with Top of Minds to fill this vacancy. To express your interest, please contact Marc Mohr at marc.mohr@topofminds.com or Marijn Ekelenkamp at marijn.ekelenkamp@topofminds.com.



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