

Vacancy at Verisure

Business Planning and Transformation Lead – Netherlands



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The world's number one professionally monitored security company has set a clear target for the Netherlands: triple in size by 2028. Verisure is looking for a Business Planning and Transformation Lead who will redesign the commercial engine that makes that ambition possible.

Requirements

- Over 4 years of experience in top-tier strategy consulting
- Experience in high-impact B2C projects or large-scale field sales organizations .
- Strong analytical mindset and process-driven approach.
- Expertise in managing projects and engaging stakeholders.

 **Amsterdam**

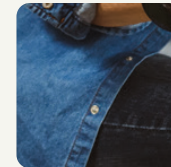


About Verisure

Verisure is the world's number one provider of professionally monitored security solutions, protecting more than 6.3 million customers across 18 countries in Europe and Latin America. Founded in 1988 under the name Securitas Direct, the company has grown uninterrupted for over three decades, achieving double-digit revenue growth every single year. In 2025, Verisure completed its IPO on Nasdaq Stockholm, marking a new chapter in its development as a public company while maintaining the entrepreneurial speed and intensity that define its culture.

Verisure's proposition is built around four pillars: deter, detect, verify, and intervene. Unlike self-monitored alarm systems, Verisure provides 24/7 professional monitoring with real human response, a model that drives exceptional customer loyalty and best-in-class attrition rates. The company's vertically integrated business model, from product innovation and marketing through to installation, monitoring, and customer service, creates a compounding competitive advantage that is difficult to replicate. With an annual recurring revenue of circa 3.5 billion euros and an adjusted EBIT margin above 25%, Verisure combines the growth trajectory of a scale-up with the financial discipline of a mature business.

In the Netherlands, Verisure is in the early scaling phase of its proven expansion playbook. The market penetration for professionally monitored security remains below four percent, compared to circa 24% in the United States, which signals an enormous runway ahead. The ambition is clear: triple the size of the Dutch business and become the recognized market leader in monitored home security by 2028. Joining now means becoming part of a growth story that has nowhere near reached its ceiling.





Vacancy

Business Planning and Transformation Lead

The Business Strategy and Transformation Lead will act as a key partner to the MD, being instrumental in managing key projects and taking full responsibility for several high-impact, end-to-end initiatives. They will support the definition and execution of strategic initiatives and collaborate with the MD on high-priority issues requiring deep analysis, detailed planning, and focused attention.

Responsibilities involve supporting the development of new go-to-market strategies and driving business growth through tactical partnerships. The role requires deepening tactical understanding of industry players and market dynamics, while defining marketing strategies to enhance brand visibility. The Business Strategy and Transformation Lead will apply group best practices in the Netherlands and guide the design and execution of high-level changes.

Top Performer and Strategic Leader

This pivotal position is about stepping into leadership and driving key strategic projects across Marketing, Sales, Alliances, Portfolio, and Operations. They will work closely with the Management Team, managing cross-functional initiatives and engaging stakeholders at both country and group levels to ensure alignment and execution. They will also participate in strategic planning for projects impacting the company.

This role requires a high-potential, top-performing individual with a proactive, solution-oriented mindset focused on driving business value. With an entrepreneurial approach, the Business Planning and Transformation Lead will excel in problem-solving and analysis, using data to guide decisions in dynamic environments. Hands-on and self-motivated, they will possess a decisive, customer-focused vision and will thrive in complexity, adjusting quickly to new information. Strong communication and emotional intelligence skills will be key to ensuring effective partner engagement while maintaining confidentiality.

“This is a distinct pathway to leadership, providing the opportunity to drive impactful change, lead transformative initiatives, and collaborate with top executives to shape the future of a rapidly evolving business.”

Based in Amsterdam, it is ideal for a professional with full proficiency in both Dutch and English, a background in top-tier strategy consulting, and a degree in an analytical field (such as Engineering or Business Administration). The candidate should bring hands-on experience in commercial projects within fast-paced B2B2C and B2C environments, thriving in multinational, cross-functional teams. With a proven track record in managing high-impact projects, delivering presentations to senior stakeholders, and handling confidential information, they will be poised for direct engagement with business leadership.

This position offers the perfect opportunity for a fast track into senior management roles, including the CEO office, providing a pivotal platform to drive impact in a rapidly growing, successful organization.





Interested?

The company is working with Top of Minds to fill this vacancy. To express your interest, please contact Ana Moya Morales at anamoya.morales@topofminds.com or Esme Bakker at esme.bakker@topofminds.com



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