



Vacancy

Country Director Spain



InShared is building a direct digital European insurance business by offering a disruptive customer proposition via a user-friendly and scalable platform. The Dutch insurer challenges the market by showing that insurance can be simple, direct, transparent, and cheap. After successfully launching the brand in Germany, InShared is now hiring a Country Director Spain to conquer the Spanish market.



Requirements

- Over 10 years of experience
- In consultancy
- And in industry
- Within subscription-based or online B2C sectors
- Fluent in English, Spanish is a pr
- Influencing effectively within a matrix organization

 Leusden

 Minimum of 10 years' experience



About the company

InShared

Dutch insurance company InShared has as its motto: 'We All Benefit'. The company – part insurer, part tech firm – does things differently, using only a small, fixed part of all premiums to run the operations and all that remains for rapid claims settlement and payment. Any leftover profit is returned to customers or donated to charity.

InShared has ambitious plans, particularly when it comes to growth, innovation, and European rollout. The company has made the strategic choice to focus on building a scalable platform with excellent data and digital capabilities while ensuring optimal brand performance and distinctive propositions – all supported by a best-in-class customer journey and a specific customer growth strategy.

These plans are fully supported by shareholder Achmea, itself a large Dutch insurance firm. Providing the necessary funds, while letting InShared fully manage its own business, Achmea acts as a supportive shareholder. This way, InShared has the best of both worlds: financial space with capacity to scale up and the freedom to maintain ownership and responsibility over its strategy. The first proof of concept of international rollout is already in place: InShared successfully launched in Germany. Now, the time is ripe to launch in Spain, led by the new Country Director Spain. ▶



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Country Director Spain

The Country Director Spain leads the launch and P&L of the business in Spain, supported by an interdisciplinary team in which local product, price, marketing, legal and central IT teams (to name a few) are represented. The German launch has provided a base for an international rollout playbook, a process that consists of multiple phases. However, of course, despite the lessons learned from the German launch, lots of new analysis and learnings will be needed to understand how to best serve the Spanish market.

The Country Director Spain should therefore be strongly analytical and fully understand the combination of central business plans and locally needed adjustment. Of course, they can rest assured that the decision to enter Spain as a second international market was also strongly data-driven, based on market sizing, competitive landscape analysis, profitability analysis, distribution channel mapping, and assessing the digital maturity and savviness in the country. With InShared's unique business model, the company aims to disrupt the local insurance market and set a new bar for best-in-class digital customer journeys, targeted pricing, transparency, and trustworthiness, to which the Spanish consumer is expected to be highly receptive.

The Country Director Spain and their team initially operate from the InShared head office in Leusden. Once the Spanish operations have gained sufficient traction and are creating sufficient revenue, the Country Director Spain may relocate to Spain, to lead a team locally. ▶

This is an exciting and impactful position for a candidate with combined experience in consultancy and industry or line management. The candidate's consulting background allows them to bring strong project management skills and the necessary strategic base to finalize the roadmap and prepare leadership decisions. They also possess good stakeholder management skills and can effectively lead an interdisciplinary team – and get things done within a matrix organization.

The candidate's industry or line management experience, meanwhile, allows them to hit the ground running on an operational level. Lastly, the candidate has the financial insight to understand and interpret the launch's financial implications and be responsible for the P&L of InShared Spain.

In this role, a versatile candidate with leadership ambitions gets to build and pioneer, supported by insights from a previous rollout and backed by senior leadership and an enthusiastic shareholder.



Interested?

Inshared is working with Top of Minds to fill this vacancy.
To express your interest, please contact Janko Klaijzen at jankoklaijzen@topofminds.com.

“Next to our ambitious European growth plans, we are also building towards another transformation: moving from a Dutch-based business to a more mature, international scale-up organization. The Country Director Spain brings the skills and knowledge in terms of project management and stakeholder management to support both transformations”

Suzanna Koning,
CEO InShared