

Vacancy at Bitvavo

Commercial Strategy Manager



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- Over 4 years of experience
- In strategy consulting or equivalent industry
- Experience in commercial and competitive strategy development, business performance analysis, and project management
- Analytical
- Self-starting
- Strong communicator with excellent stakeholder management skills

 **Amsterdam**

As Europe's leading crypto platform to buy, sell and store crypto, Bitvavo makes digital assets accessible to everyone. To support the company's continued expansion, the team is strengthened with a Commercial Strategy Manager whose strategic insight, analytical depth, and consulting skills will enable the organization to make the right commercial decisions to drive growth.

About Bitvavo

Bitvavo is a leading cryptocurrency exchange based in Amsterdam, and one of the fastest-growing players in Europe's digital asset landscape. Since launching in 2018, the company has built a strong presence across the continent, processing over one hundred billion euros in trading volume in 2024 alone. Today, 2 million users now rely on Bitvavo to buy, sell, and store their crypto – from well-known assets like Bitcoin and Ethereum to emerging tokens on blockchains like Solana.

With the recent implementation of MiCAR (Markets in Crypto-Assets Regulation), a regulatory framework that creates a level playing field across the European Union (EU), Bitvavo aims to obtain its license within the next few months. The company plans to expand into the DACH region and other key EU markets, with the ambition to become the number one retail exchange in continental Europe.

Bitvavo's headquarters in Amsterdam is home to a growing team of four hundred people – and counting – working across technology, operations, compliance, and customer experience. The team culture is collaborative, data-driven, and high-performing, with plenty of room for learning and personal growth in a dynamic, high-impact environment.





Commercial Strategy Manager

As Bitvavo continues to expand across Europe, the organization is evolving in structure, scope and ambition. To help shape this next phase of growth, the team will be joined by a Commercial Strategy Manager with a clear strategic mindset, strong analytical capabilities, and a hands-on approach. Working closely with the Director of Marketing Strategy, Planning & Optimization, and the CMO, this role serves as a key advisor to the broader commercial leadership team.

The Commercial Strategy Manager will play a pivotal role in shaping the commercial strategy by advising on high-impact topics such as competitive positioning, pricing, go-to-market planning, and payments strategies. With their sharp analytical mindset and strong consulting skills, the Commercial Strategy Manager excels at translating complex data into clear, actionable insights and presenting findings at leadership level. These data-driven recommendations will empower Bitvavo to make informed strategic decisions in a rapidly evolving and highly competitive market.

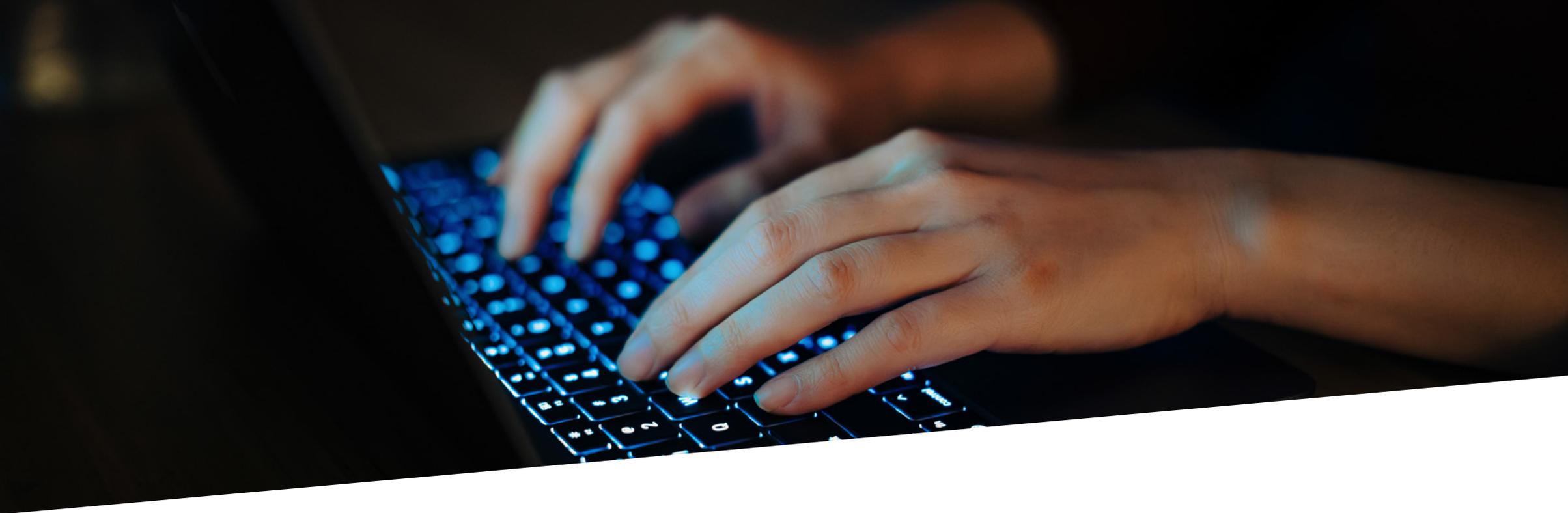
A solid understanding of the cryptocurrency, financial services, or fintech sectors – combined with a strong grasp of commercial concepts – is essential. A data-driven approach to boosting awareness and optimizing each stage of the acquisition funnel will help identify opportunities to optimize spend efficiently, increase visibility and drive sustainable growth.

“Bitvavo is shaping the future of finance across Europe. To continue our growth and success, we must operate at the forefront of strategic and commercial excellence. The clear analyses and data-driven advice provided by the Commercial Strategy Manager will be instrumental in the decisions we make for the future.”

**Thijs van Lieshout,
Director of Marketing Strategy, Planning & Optimization**

The ideal candidate brings a strong consulting background, ideally paired with experience in a tech company or financial services environment. They are confident in challenging and advising senior leaders and have a natural talent for structuring complex information and communication. A deep interest in the digital economy, strong stakeholder management skills, and the ability to balance strategic vision with operational detail complete the profile.





Interested?

Bitvavo is working with Top of Minds to fill this vacancy.
To express your interest, please contact Sophie Jansen at
sophie.jansen@topofminds.com



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