

#VACANCY



MARKET INTELLIGENCE MANAGER

Coconut water outgrew its image as a mere favorite holiday drink a long time ago. Besides the perfect fit for a healthy lifestyle, the coconut has much more to offer. Aurantiaca is known as the true Coconut Company; using every last piece of the coconut and always looking for new coconut-based products. The new Market Intelligence Manager will boost innovative ideas with data insights and preserve Aurantiaca's thought leadership position with up-to-date market information.

THE NUMBER ONE BRAND IN COCONUT WATER

With innovative, high-quality, and fully traceable fair-trade products Aurantiaca sets the new standard for coconut products. Currently, Aurantiaca's most important product is coconut water sold under the brand name Obrigado. They want to be the main players in the plant based beverage category. Recently, Aurantiaca also introduced a cocodrink based on coconut milk in several flavors and there are more new beverages in the innovation pipeline as well.

NOTHING BUT THE BEST QUALITY COCONUTS

Aurantiaca is able to guarantee their high level of quality because it's one of the few coconut water producers that grows its own coconuts. Moreover, the production process has been carefully designed to guarantee quality results. During the process of growing the trees and the fruit, the company uses various state of the art techniques like real-time monitoring and a state-of-the-art irrigation system.

HEALTHY INNOVATION

Obrigado coconut water is extracted from the coconuts through a unique method, and this is exactly what distinguishes it from many other kinds of coconut water. The juice never comes into contact with light or outside air and it contains no additives. This doesn't just ensure a deliciously pure flavor, it also makes it a healthier drink. This way, Obrigado caters to one of the most important current trends: the pursuit of a healthy lifestyle and their other high-quality products are perfectly aligned with this mindset. Aurantiaca will continue their search for other applications for this versatile fruit to ensure they stay ahead of the game.

FOR A BETTER WORLD

Besides their continuous search for product improvements and innovation, Aurantiaca also values sustainability. This is evidenced by the fact that the company isn't just concerned about the environment, they also make sure they don't lose sight of their social responsibility as entrepreneurs.

Aurantiaca's palm plantation is about 6000 hectares in size, though only 30% is used for growing coconuts. The rest of it is rainforest, protected by Aurantiaca. A unique characteristic of their production process is that no part of the coconut goes to waste. The white flesh is used to make coconut milk – or in the future coconut oil – and a sister company, Frysk Industrial, turns the coconut's bark into biodegradable anti-erosion mats.

The company also takes care of the native population around the plantation. Through their own foundation, Aurantiaca supports education and local cultural projects. The foundation has renovated a local school, for example. Since then, it has been turned into a modern school with four classrooms, a computer lab and a cafeteria in which kids receive an education.

OBRIGADO IS CONQUERING EUROPE

In 2006 Aurantiaca started building the farm and since 2014 they embarked on their mission to become the most sustainable and most popular company in the coconut/ agri-business in Brazil. Since 2016, Aurantiaca expanded into the United States, Canada, and Europe to turn Obrigado into a global brand. They are also investigating their opportunities in other countries. In the Netherlands, you can already come across Obrigado at Albert Heijn, Jumbo, Plus, Total gas stations and smaller outlets like the Equal yoga studios. In the Netherlands, Belgium, France, Germany and England Obrigado is working hard in order to conquer a solid market position. Their headquarter is based in Amsterdam.



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In order to grow, it is now time to optimize the organization. An important element of growth is the expansion of the Global Marketing organization. Headed by a Global Marketing Director, the marketing teams will work from the offices in Brazil, Canada, the US, and the Netherlands. Currently, there are several positions vacant in this global team: an Innovation Manager, a Digital Marketing Manager and a Market Intelligence Manager. The new Market Intelligence Manager will facilitate the organization in its next growth phase. If successful, he/she has the opportunity to further develop within the Global Marketing team.



BOOSTING INNOVATION

The Market Intelligence Manager identifies trends and business opportunities in the realm of innovation. Through the use of data, the Market Intelligence Manager helps the organization in order to get a better understanding of customer needs and behavior. This varies from market research into product innovation, to research into the consumer's media use and interests to ensure optimal targeting during marketing campaigns. The Market Intelligence Manager is capable of conducting this research by him or herself but

is also able to manage (external) employees when needed.

THOUGHT LEADERSHIP

Aurantiaca aims to achieve thought leadership, not only in terms of innovative products based on coconuts but also in terms of consumer and market research. Even though a lot of knowledge and expertise is already present within the organization, at the moment the right information doesn't always find its way to the right people. The Market Intelligence Manager manages the collection, analysis, and

distribution of all global marketing information. This includes coordinating information platforms such as Bynder. One of the projects will be setting up a global intranet and implementing a global information flow.

ASSISTANT TO THE GLOBAL MARKETING DIRECTOR

The Market Intelligence Manager reports directly to the Global Marketing Director and supports him with presentations, global information distribution, administrative work, and planning. The Global Marketing Director is

required to travel frequently, so a high level of independence is important for this role. As the Assistant to the Global Marketing Director, the Market Intelligence Manager will be accompanying him on a regular basis, especially in Brazil and the US. This requires flexibility when it comes to the cultural differences within the organization. He/she enjoys learning about other cultures and is able to recognize the sensitivities that come with them.

THE CANDIDATE

PERSONALITY:

- Strong analytical skills
- Independent, strong personality
- Flexible, capable of improvising
- Service-oriented and helpful

EXPERIENCE:

- Higher Vocational Education (HBO) or University degree
- Minimum 5 years of relevant experience
- Knowledge of the latest developments in the data insights field



AMSTERDAM



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MARKETING



CONTACT

McDonald's werkt voor de invulling van deze vacature met Top of Minds. Neem voor meer informatie contact op met Suzanne Goedhart-Limmen via suzanne@topofminds.com



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