



Consulting Exit

#VACANCY



OLX GROUP

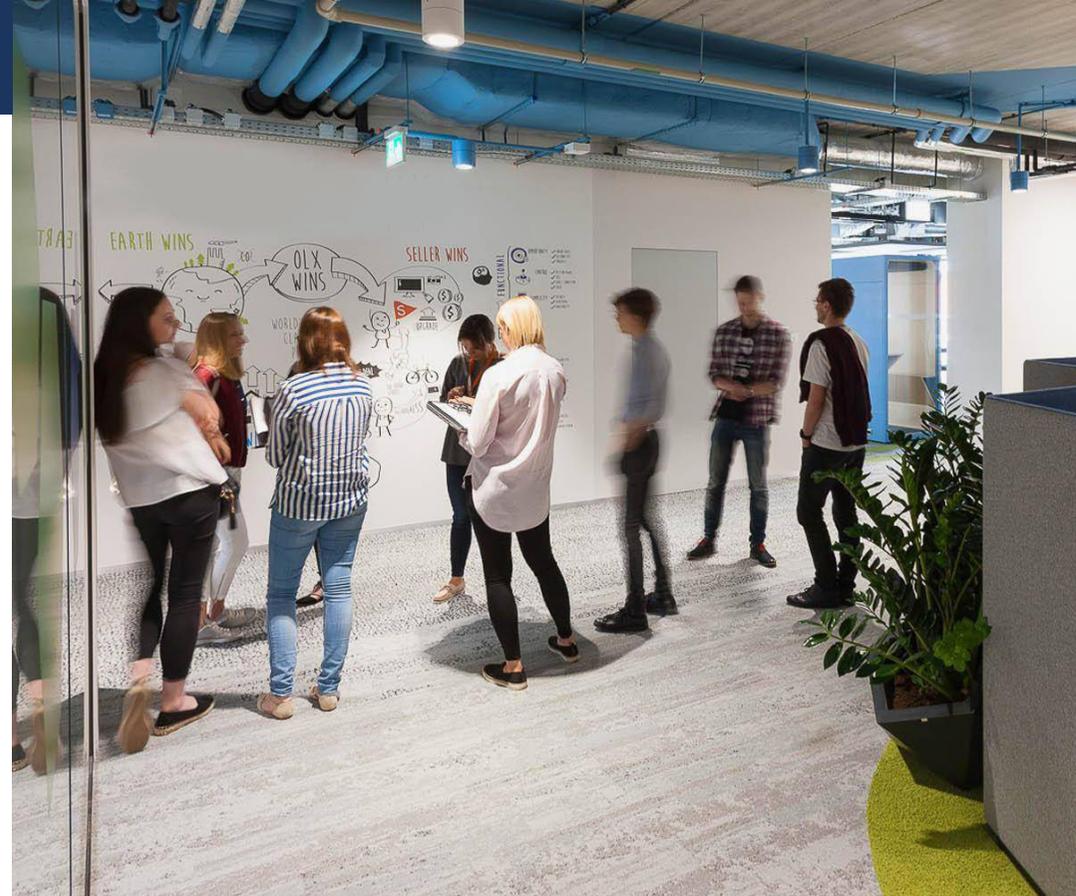
GLOBAL STRATEGY DIRECTOR

The Global Strategy Director shapes the future of one of the biggest and most influential digital companies in the world. OLX is the most aggressive investor in online classifieds today, organically grows at rocket speed, operates a profitable business and continues to invest heavily. From day 1 the Global Strategy Director works closely with the executive team and has ample opportunity for professional growth. The role is a perfect transition from strategy consulting and opens up interesting next steps within OLX.

HUGE VOLUMES, HIGH IMPACT ON REAL PEOPLE

OLX is a world-leading network of online classifieds platforms, predominantly for consumer to consumer trade. The company enables people to buy or sell almost anything in a fast and easy way. OLX is home to 17 leading brands such as Avito, dubizzle and letgo. Every month its platforms are visited almost 2 billion times, which constitutes to about 45,000 visits every minute.

OLX promotes prosperity in local communities by providing a vibrant and free to use online market where people can connect. The company allows users to monetize their possessions effortlessly and provides access to cheap second-hand goods. Through its platforms, people exchange all kinds of goods and services, like electronics, fashion items, furniture, household goods, cars, and property. The classifieds company has quickly become a household name in emerging markets. OLX operates in about 45 countries, mostly in emerging markets like for example Brazil, India, Romania, Russia, Nigeria, Kenya, Indonesia, and Poland. OLX Group is part of Naspers, a South African media and technology conglomerate with yearly revenues exceeding 20 billion dollars and investments and operations in more than 130 markets.





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“This is one of the most dynamic industries that you could imagine. In online classifieds there is probably more happening in a few months than in many other industries in years. There’s never a dull moment with new competitors, new technologies and new disruptive startups appearing all the time. That means we need to be innovative and open to change.”

Martin Scheepbouwer, CEO of OLX Group

THE BIGGEST WEB COMPANY YOU’VE NEVER HEARD OF

Every month OLX reaches more than 330 million devices across all six continents. These numbers put the company at par with giants like Instagram, Facebook Messenger and Snapchat. The reason OLX is not well-known in Western Europe and the US is due to its focus on emerging markets combined with the local nature of the classifieds industry.

When looking to buy or sell second hand household items, going too far from home doesn’t make sense. That’s why local market leadership is key. OLX is currently active in 41 markets, and is #1 in 35. That gives them a solid position that’s difficult to challenge, not in the least because of the network externalities: the more people use the platform, the better its proposition to new users.

BOLD, FEARLESS AND NEVER SATISFIED

The unique DNA of OLX is a major asset. That’s best shown through its 5,000 ambitious and curious people that work across 15 time zones. OLX cherishes the spirit and agility of a startup and combines that with the maturity of being part of a century old company. The people at OLX are allergic to ‘corporateness’. They love the freedom they get to improvise, experiment and drive change. Together is the natural way of working, empowering one another to achieve greatness.

Over the past years, OLX has achieved hyper growth and reached profitability. Key to success is the self-convinced and entrepreneurial attitude that has been there from the very beginning. When launching a new product most startups focus on their home market. Not OLX. Its founders, who are from Argentina, decided to first launch their platform in India, simply because it was the biggest market available. That’s what OLX is about: always swinging for the fences.

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GLOBAL STRATEGY DIRECTOR

The Global Strategy Director is key in maintaining and accelerating OLX's astounding growth. She develops the overall global strategy – which she discusses quarterly in the OLX Group Leadership Team and once a year with Naspers – and she shapes the approach for building out the business and the portfolio. The Global Strategy Director reports to the Head of M&A and Strategy and leads two team members: the Global Strategy Manager who is based in Dubai and the Global Competitor Insights who is based in Berlin.

SOLVING THE BIGGEST STRATEGIC CHALLENGES

The Global Strategy Director works on highly strategic topics. She focuses for example on continuous improvement of user experience by identifying new opportunities and designing the optimal road to success (e.g. organic or through acquisitions). The scope of the Global Strategy Director is the global portfolio. Improvements target the full breadth of

the platforms or one specific platform, country or segment. An example of the latter would be an improvement boosting the buying and selling of cars in Poland. That ties in with the strategic trade-offs the Global Strategy Director makes between generic OLX platforms versus launching dedicated verticals e.g. for buying and selling of property.

Another core challenge is OLX's strategy towards new technology such as AI. With 330 million visitors each month the company has access to vast amounts of data that allow for user experience improvement. But in a world dominated by AI, this data could potentially be worth so much more. The Global Strategy Director leads the thinking on how to optimally leverage the large user base in an AI-driven world. That might mean continuing on the current path or moving towards new propositions altogether.

WORKING CLOSELY WITH SENIOR LEADERS AND THE CEO

Collaboration is a big part of the role.



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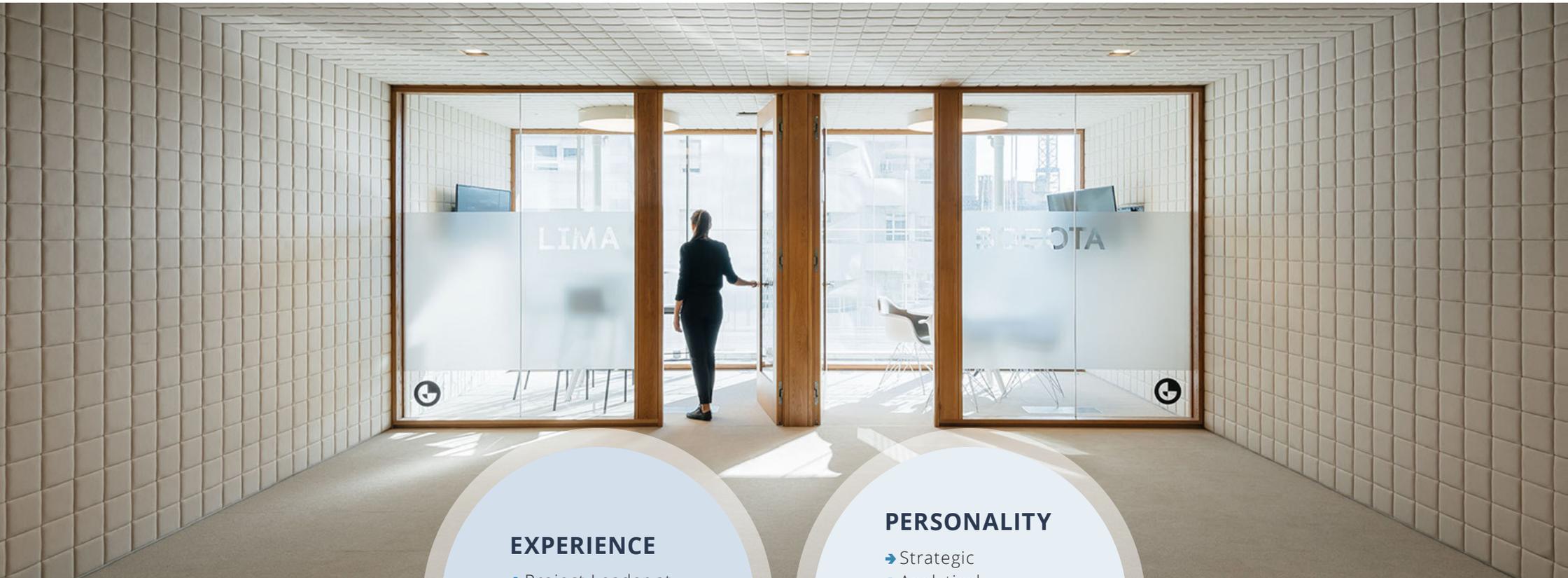
“The role offers strong professional development, working with senior leadership in a highly entrepreneurial and dynamic environment. Previous Global Strategy Directors took the step towards high-profile operational roles in the business within 1 to 2 years. Ideally the Global Strategy Director is based out of Amsterdam (Berlin and Dubai are other options). The role involves 20 percent traveling. International mobility on the medium to long term opens most career opportunities.”

Robin Voogd, Head of M&A and Strategy

The Global Strategy Director works closely together with the Business Leaders of the four Business Units (OLX Markets, Avito, letgo and Ventures) and their Country Managers to share best practices, design and implement the strategy and anticipate user needs.

About twenty percent of the time, the Global Strategy Director will work with Martin Scheepbouwer (CEO) on ad hoc topics. That could range from preparing global summits to working on special projects.

CANDIDATE PROFILE



EXPERIENCE

- Project Leader at top tier strategy consultant
- Experience in e-commerce

PERSONALITY

- Strategic
- Analytical
- Collaborative
- Stakeholder manager
- Entrepreneurial
- Innovative
- Data-driven



CONTACT



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