



CANDIDATE PROFILE

Marketing Manager AtSource

For whom?

- Master's degree, ideally in Marketing
- Minimum 7 years' marketing/PR in a B2B environment
- Preferably in the food sector
- Managing a marketing budget with a focus on impact and ROI
- Fluent in English
- Strong written and verbal communications skills



As Olam seeks to re-imagine global agriculture and food systems, Olam's AtSource offers clients full transparency across their supply chain sustainability parameters. The Marketing Manager will define and implement the marketing strategy and assure the right story and communication to clients, contributing directly to AtSource's global growth.





ABOUT THE COMPANY

About Olam

Olam offers a highly diversified and broad portfolio in both the Northern and Southern hemispheres, including cocoa, coffee, dairy, edible nuts, grains, palm oil, rice, rubber, specialty vegetables, spices, and sugar. Headquartered in Singapore, with its PR & Digital Communications Team based in London and the Brands teams in Rotterdam, Olam is a truly global company, and its value chain spans over sixty countries. Sustainability is deeply rooted in the DNA of one of the world's leading food and agribusinesses.

Value chain ownership from seed to shelf

Olam International has a broad portfolio of products, ranging from cocoa, coffee and spices to rice, cotton and wood products. The company has a purchasing network of nearly five million small farmers. In addition, it owns its own plantations, farms, production and processing facilities as well as distribution and innovation centers. Through these channels, the multi-billion dollar company supplies both industrial raw materials and fully-fledged products (private labels and own brands) to more than 25,000 customers worldwide.

Sustainability

Virtually everything Olam does is dedicated to sustainability and responsible growth. That is why the company is working on several fronts on fundamental changes within the food industry. ►

About AtSource

One of the many results of Olam's commitment to sustainability is AtSource. The company created this platform in 2018 with the ambition to guarantee a fully transparent food sector. The agricultural supply chain is complex and the AtSource B2B platform provides customers with a single view across their supply chain sustainability parameters, making the product's origin traceable and the ecological footprint transparent.

AtSource has a highly pragmatic, entrepreneurial culture that champions a can-do mentality. Most of the data on the platform comes from Olam's 'boots on the ground' network of over 3,500 enumerators. And the company has great ambitions: after starting in 2018 with only five supply chains, by 2023, it aims to have all physically supplied products covered on the platform. AtSource not only contributes directly to Olam's commitment to sustainability but also to improving transparency in the food industry at large. The AtSource head office is located in Koog aan de Zaan, near Amsterdam, The Netherlands.



“We hope the data and insight on the platform will allow our customers to be more transparent with their own customers and in turn benefit farmers and their families in countries where ingredients are sourced.”

Roel van Poppel, CEO AtSource



VACANCY

Marketing Manager AtSource

The Marketing Manager will contribute to AtSource's global business growth with end-responsibility for all marketing, PR & communication, visibility, and branding, directly adding value to the business.

The Marketing Manager operates on a stand-alone basis and fulfills great leadership, both strategically and operationally. First, this involves defining the marketing strategy for AtSource and liaising with marketing strategy teams and other key stakeholders within the business, at clients, and at Olam. This will also involve annual marketing planning and require aligning and engaging the business unit sales teams across Olam.

Second, the Marketing Manager will manage and execute the marketing strategy roll-out. Here, supporting the business and working closely with the Product Owner is key to assure the AtSource story and customer journey on the platform are in line with the marketing and communication vision. All the content that the customer is exposed to on the platform is the responsibility of the Marketing Manager.

The role reports directly to the AtSource CEO Roel van Poppel, with a ►

dotted line to the VP Head of Brands Carin Gerzon. Because of AtSource's great importance to Olam, occasional interactions with Olam CEO Sunny Verghese also are likely.

This is an excellent opportunity for a smart, seasoned marketing professional with "rolled-up sleeves" to join a young business with tremendous global growth potential. ■

Interested?

OLAM works with Top of Minds to fill this vacancy. Contact Gijs Millaard at gijs.millaard@topofminds.com



"This is an exciting opportunity to combine a pragmatic, commercial approach with solid analytical clarity in a high-growth business."

Roel van Poppel, CEO AtSource