



## CANDIDATE PROFILE

# Associate Director of Product Development

## For whom?

- University-level education
- At least 5 years of work experience as a Product Manager or Product Owner
- Product or business development and/or product portfolio management in e-commerce/retail
- Fluent written and spoken English
- Dutch is a plus





**At HelloFresh, the mission is clear: change the way people eat forever. And the company is succeeding, because there are now around three million households in 14 countries cooking their meals from this healthy meal kit every week. The Associate Director of Product Development will be in charge of ongoing creative developments around the HelloFresh product.**







## ABOUT THE COMPANY

# About HelloFresh

HelloFresh is one of the few companies that has suffered little during lockdown. In fact, housebound Dutch residents flocked en masse to healthy meal kits from the world's leading meal kit supplier in 2020. The numbers in the rest of the world are undeniable – orders in Q2 2020 increased by 103% compared to 2019, earning HelloFresh record revenues of €972.1 million.

Since its inception in 2011, German-based HelloFresh has operated on a membership business model. Through their online platform, consumers receive fresh, healthy ingredients and specially prepared recipes they can cook at home. Sustainability is an essential part of the business. So ingredients are always delivered in the right amounts, generating as little waste as possible. The company's extensive data-driven technology platform is one of the key elements at the core of their resounding success. HelloFresh is able to use their platform to not only engage with their customers' touch points, they can also use it to manage supply chains and optimize customer experience. For example, in late 2020, the company introduced the online HelloFresh Market, where consumers can order additional products to add to their kit.

HelloFresh is currently restructuring the entire organization to meet future growth targets. That process has generated several new teams, including the Product Development team, led by the Associate Director of Product Development.





JOB OPENING

## Associate Director of Product Development

**The Associate Director of Product Development will make the HelloFresh product even more interesting and relevant. From brainstorming and experimenting to fine-tuning and optimizing, as a member of the MT team, they'll develop the best propositions for the future. That could be anything from adding new categories to the HelloFresh market to devising meal kit concepts based on lifestyle and family situation. Whatever the idea, the focus is always on the customer, and commercial targets will seamlessly align with that vision.**

The focus in 2020 was on getting the current 2021 road map up and running (it's ready now). The Associate Director of Product Development will ramp up the processes, lead the new two-person team and, over time, build it into a well-oiled machine. As soon as that's in place, from Q3 onwards, it's time to chart a course for the future by drawing up an inspiring road map for 2022 (and beyond). During that process, they'll work closely with Willem Lankhorst, Director of Business Development & BI Benelux, and tap into other teams' expertise.

The Associate Director of Product Development will communicate clearly and persuasively and can easily get others excited about their product vision. That means they'll be ready to take a deep dive into the current output of the HelloFresh product, analyzing product



performance, identifying exactly where more impact is needed, and quickly pushing the product to the next level. They should know how to get people and teams at home and abroad moving towards actually implementing changes and optimizations. E-commerce experience will be an advantage in this role.

The ideal candidate is someone who feels comfortable at a young, international organization with a start-up mentality and informal culture. Finally, the Associate Director of Product Development must have the ability to look at things from a distance, is always looking for improvements, and is happy to share best practices with the company. ■



## Interested?

HelloFresh works with Top of Minds to fill this vacancy. Contact Hayke Tjemmes via [hayke.tjemmes@topofminds.com](mailto:hayke.tjemmes@topofminds.com)

