



VACANCY

# Chief Commercial Officer

## Requirements

- Over 10 years of experience
- In Marketing and Sales
- International network in the Display industry
- Building technological ecosystems (software, hardware, and applications)
- Innovative
- Analytical
- Creative

Veldhoven Minimum of 10 years experience



**Dimenco is turning science fiction into reality. The start-up has developed the world's most advanced 3D display technology, which is fully immersive without glasses or wearables. Their new CCO will develop and implement the commercial strategy that enables the start-up to make their technology available to the public.**



## ABOUT THE COMPANY

# Dimenco

**Dimenco pushes the boundaries of technology. The start-up has developed Simulated Reality display technology that lets users interact with 3D objects in a virtual environment without the need for any headwear or other wearables. Their technology enables a fully natural and immersive 3D experience with the potential to become a worldwide standard in data visualization (e.g., medical or engineering), gaming, and videoconferencing.**

Dimenco licenses their proprietary technology to Original Equipment Manufacturers (OEMs) to incorporate in their products. The start-up operates on a global scale with the majority of potential partners and clients (such as Intel, Microsoft, and Nvidia) located in Asia and Silicon Valley. Acer is the first renowned OEM to launch a consumer product with Dimenco's technology: the new Acer SpatialLabs series laptop. Next year, more products are expected to hit the market.

What started in 2010 as a Philips spin-off, is now well underway to revolutionize the way we use and interact with digital 3D objects. Dimenco is rapidly expanding in terms of team, partnerships, clients, and revenue. The company currently employs over thirty international talents and is planning to more than double the team's size over the next twelve months. With a recent Series A funding, led by KPN Ventures and BOM, everything is in place for Dimenco to fulfill its purpose: make Simulated Reality available to the public.



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**The next couple of years will be all about growth. One of the first key milestones is to have two million consumer devices worldwide making use of Dimenco's technology. The CCO will enable the start-up to achieve these ambitions by developing and implementing the commercial strategy. They will be part of the Management Team – together with the CEO, CFO, CTO, and COO – and will be eligible for equity-based remuneration.**

The first priority of the CCO will be accelerating the activities of Dimenco in terms of branding, defining PMCs, and activating the necessary partners to achieve this. To develop the ecosystem, they will build partnerships with not only tech companies that can enhance or expand their product offerings with Simulated Reality, but also with ISVs, gaming companies, and studios to expand its application offering and strengthen the total value proposition. The CCO will travel to Silicon Valley and Asia frequently to meet with (potential) partners. In terms of marketing, the CCO will further develop a strategy for building the brand towards a consumer pull and an industry push. Additionally, they will explore the possibilities for a joint marketing approach between Dimenco and its tech partners.



Another responsibility for the CCO is to build and lead the Commercial Team. The team currently consists of about twelve professionals in Business Development, Marketing, and Applications. It will be up to the CCO to hire new talent, coach and develop the team, and establish structure, ways of working, and processes. They will also closely collaborate with the Product Teams and with their MT counterparts.

Joining Dimenco now is stepping into a game-changing technological adventure. The CCO will translate the innovative technology into an intuitive market approach and drive marketing and sales. To an entrepreneur who can craft strong commercial strategies while excelling in execution, this role offers the opportunity to make an impact on a global scale. ■



**Interested?** Dimenco has appointed Top of Minds to fill this vacancy. To express your interest, please contact Gijs Millaard at [gijs.millaard@topofminds.com](mailto:gijs.millaard@topofminds.com).



**“The CCO will facilitate growth by driving sales, marketing, and the advancement of our ecosystem. They will build strategic partnerships that help us ready our technology for new and exciting applications in e.g., gaming, data visualization, and beyond.”**

**Maarten Tobias, founder and CEO**