

VACANCY

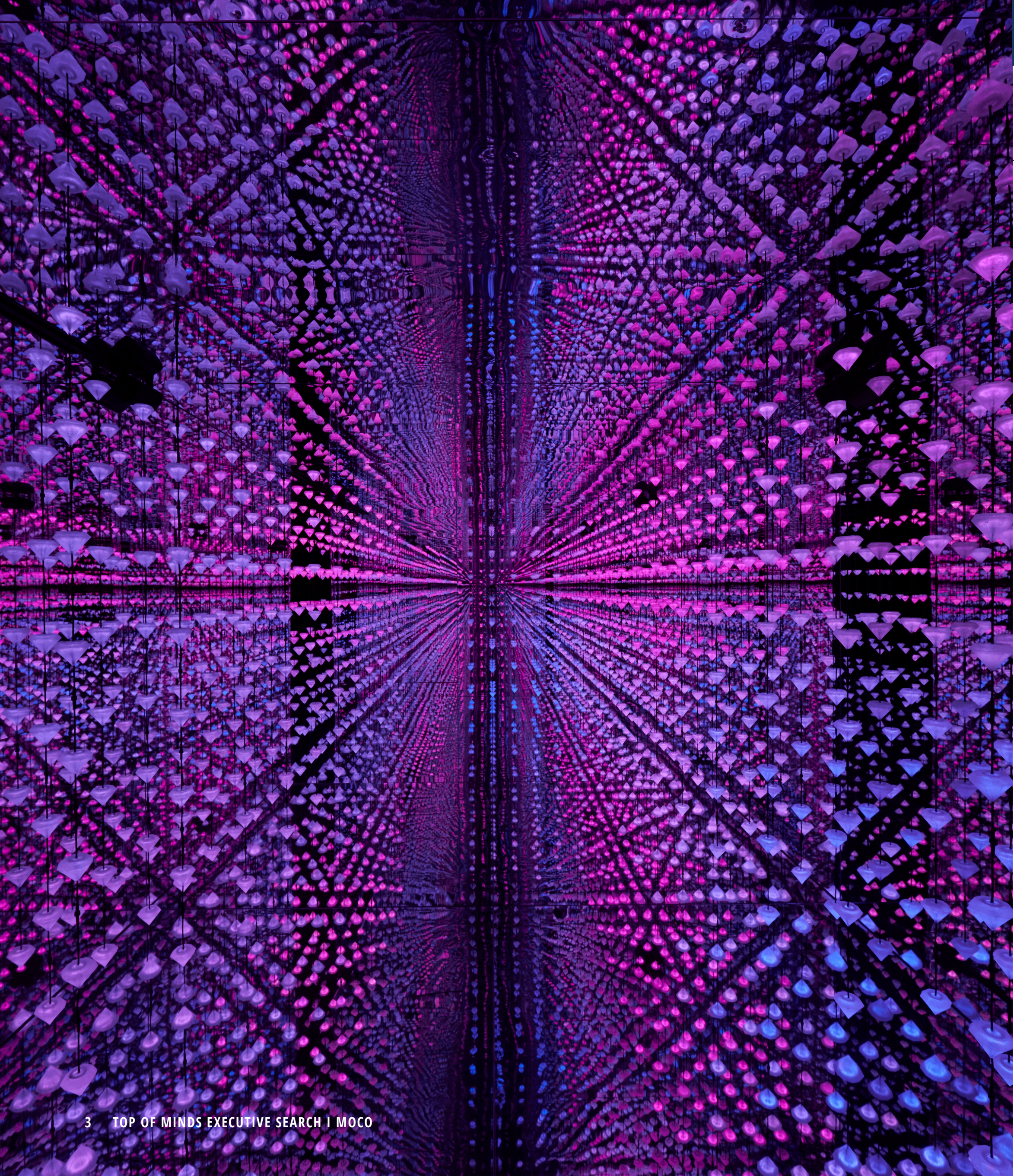
Chief Executive Officer

Requirements

- Servant leader
- Balancing structure and flexibility
- Strategy and vision
- Able to bring a commercial mindset to art

📍 Amsterdam 🧳 Minimum of 15 years experience

Moco is a relative newcomer in the museum world, but with its characteristic pink posters and its impressive collection of contemporary pieces the museum has proven that it is here to stay. After pioneering its concept in Amsterdam, the museum opened a branch in Barcelona last October and is planning further international expansion. The new Chief Executive Officer will lead this expansion both operationally and strategically.



ABOUT THE COMPANY

Moco

Moco (Modern Contemporary) Museum represents an innovative concept within the museum world, inviting young generations (often first-time museum visitors) to get to know art and the creators behind it. Its message ‘In art we trust’ showcases a deep sense of purpose, whereby art is a vehicle that invites visitors to open up. The founders are Kim and Lionel Logchies: a married couple with extensive experience in the world of art galleries.

Moco aims to represent ‘the voice of the street’ – contemporary art that resonates with young generations who don’t necessarily have a history of looking at art, but who do interact with culture on a daily basis through music and (online) media. Activism, asking questions, and having an outspoken identity are some of the features that connect this audience and turn it into a community. Moco is always on the lookout for ways to cultivate this community and make it come to life.



The collections at Moco include world-class names of 20th- and 21st-century art (such as Banksy and Dalí), but there is also a lot of room for artists who are less well-known. Or for artists who are big in other parts of the world but not yet in the city where a Moco museum is located. All these pieces are showcased within a setting that further enhances the experience: lots of attention is paid to their location, the building that houses the museum and its look and feel. Without consciously trying to do so, Moco breathes inclusivity. During the lockdown, the Moco app guided fans and would-be visitors through a (partially virtual) outside exhibit to keep the audience engaged and entertained.

International expansion

Pre-COVID, 90% of the museum's visitors in Amsterdam were foreign tourists. During the pandemic the museum managed to attract more local visitors: the split is now 50/50. Moco's concept works for different types of audiences. Since the tourist market is an attractive one for Moco, it makes sense to address that market in other locations as well. Barcelona was selected as the first location for international expansion. The focus for future expansion will be on London and Paris. By 2025, Moco wants to be a household name among European locals and travelers alike.





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Chief Executive Officer

Moco is recruiting a CEO (Chief Executive Officer) who will give the founders full faith in the bright future of their life's work, by leading the global team and its day-to-day operations as well as finetuning and expanding the strategy. The Chief Executive Officer will work in close cooperation with the founders, yet also clearly build their own vision and opinions, backed by rational arguments and communicated convincingly.

For this, Moco is looking for a servant leader who strikes the right balance between structure and flexibility. The existing Moco team is a tight-knit group, with an impressive amount of collective knowledge and experience. The incoming Chief Executive Officer knows how to appreciate and respect this knowledge, while also offering new insights that will further empower the team.

Sensitivity and awareness

The CEO has a background in a commercial environment that may be related to the entertainment, hospitality, or retail sector. They are capable of building and leading a team of both headquarter staff and operational roles in different locations. A strong background in online and a solid understanding of the power of marketing will help the CEO become successful in this role.



The CEO deeply identifies with the Moco culture. They are the type of person who will not only notice when a painting is not hanging straight, but also immediately move it half an inch rather than telling someone else to do so. Even though the CEO is expected to bring a degree of structure to the organization, they are not hierarchical – but rather have high cultural sensitivity and awareness and are not hindered by a large ego in managing the organization.

The team

The CEO will help build the leadership team together with whom the international expansion will be realized – while making sure that the existing locations stay successful and continue to grow Moco's fanbase. The layer reporting directly into the CEO consists of a Chief Marketing Officer, a Chief Financial Officer, a Business Development Director and a Director People and Culture. The strategic focus is starkly placed on marketing (with three global managers reporting into the CMO), while strong People and Culture policies are important conditions for success. The Business Development Director takes responsibility over the opening of new locations.

The CEO is a quick thinker and an agile doer – with much experience in leading a business. The right candidate is about to take a career step that allows her or him to put a unique and promising brand forever on the map as one of the most watchable, global concepts within art and culture. ■

Interested? Moco has appointed Top of Minds to fill this vacancy. To express your interest, please contact Janko Klaijsen at janko.klaijsen@topofminds.com.

