



VACANCY

Corporate Strategist

Requirements

- Experience at a top-tier strategy consulting firm
- Multiple openings (from Consultant/Associate to Project Leader/Engagement Manager level)
- B2C telco experience is a plus
- Team management
- Stakeholder management

Amsterdam/Rotterdam Minimum of 6 years experience



The Corporate Strategist will define KPN's strategy and implement strategic programs that enable the company to keep its leading position in connectivity, technology, and innovation. A role with lots of exposure to senior leadership, and a great stepping-stone for a career in the industry.



KPN

Kun je online op objectieve wijze vaststellen of iemand baat heeft bij een behandeling? Dit was een van de dingen die de *founder* van Quin, Bart Malenstein, zich vijf jaar geleden afvroeg. Deze vraag werd een digitaal project en in 2019 beantwoord met Quin, een zelfstandig bedrijf dat fysieke huisartsenpraktijken combineert met digitale services voor patiënten, huisartsen en specialisten.

KPN connects everything and everyone via its network, creating convenience and tremendous freedom for all. In a world where lives are increasingly spent online – shopping on the internet, storing files in the cloud, and sharing special moments on social media – the company believes technology is the answer to the big questions of today and tomorrow. KPN's solutions not only drive progress but also help address societal challenges by, e.g., reducing CO2 emissions and facilitating affordable healthcare.

Innovation and technology are the foundations of KPN's success. The Dutch market leader in connectivity has taken us from the iconic dial-up sound to where we are today: fast, stable fiber and mobile networks that keep the Netherlands connected, all day, every day. KPN continues to invest in technology and innovation to continuously improve its network, security, and sustainability, and work on cutting-edge themes like smart digital identity solutions, connected cities, and health tech applications.



“We’re already one of the world’s greenest companies and we’ve set far-reaching goals for the future. We see it as our duty to constantly look for ways to use less energy and raw materials.” – Joost Farwerck, CEO

With over forty percent market share, nearly 5.3 billion euros in revenue in 2021, and a diverse technology portfolio, the importance of strategy and supervision of the implementation cannot be overstated. The Strategy & Transformation Office designs and executes large-scale, strategic programs and transformations that keep KPN ahead of its competition and allow the company to serve its clients – consumers and businesses – ever better. The department is positioned under the CEO and is led by Shilpy Singh and Jeroen Thorenaar, who report to the Chief Strategy & Development Officer. Its twenty members come from diverse backgrounds, with experience ranging from a few years to more than thirty years in KPN; from consulting (e.g., McKinsey, BCG, Roland Berger) to banking to military to kick-boxing champions; and from consumer and business to technology teams. A great place to learn and grow on the job and experience a wholesome work environment.





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The Corporate Strategist will formulate KPN's strategy, drive progress, and support execution. They will be part of the Strategy & Transformation Office that leads strategic and transformational projects as part of KPN's overall strategic agenda. By designing clear strategies, the Corporate Strategist will make sure KPN moves in the right direction by offering better services to its customers while becoming a more interesting investment for its shareholders.

To achieve sustainable business results, the Corporate Strategist will work together with one to four colleagues from the Strategy & Transformation Office in small project teams. Programs they will work on could include defining the consumer brand strategy, revamping the customer segmentation approach, and defining the growth strategy for the SME business. The Corporate Strategist will lead and coordinate such strategic initiatives and will be involved in extensive problem-solving, analyses, research, and stakeholder management to drive adoption and implementation.



To maximize results and create alignment and buy-in, the Corporate Strategist will actively involve colleagues from the rest of the organization (e.g., B2C, B2B, Technology & Digital, Value Management, Finance, and Data & Analytics). This setup calls for strong relationship building, good stakeholder management, and the ability to influence and facilitate in multiple different contexts. The Corporate Strategist will also work closely with the Board of Management and other senior executives to establish the long-term direction for KPN.

This role is perfectly suited for an experienced Strategy Consultant who wants to kickstart their career beyond consulting. It offers the chance to work on the most important strategic challenges of one of the leading companies in the Netherlands while being exposed to the entire organization, including senior leadership. ■



Interested? KPN is working with Top of Minds to fill this vacancy. To express your interest, please contact Imke Peters at imke.peters@topofminds.com.



“Professional development is a key element of the position. We’re looking for a Corporate Strategist with a strong learning mindset, who also has the drive to develop others and inspire a culture of frequent coaching and feedback.”

– Shilpy Singh (ex-McKinsey), Director Strategy & Transformation