



VACANCY

Chief Marketing Officer

Requirements

- Over 12 years of experience in Marketing
- International background
- Data-driven
- Strategic mindset
- Leadership experience

 **Amsterdam**  **Minimum of 12 years experience**



Inner Circle empowers its user base of like-minded singles to match on what matters most. The scaleup has a strong position in Europe and is rapidly expanding in Latin America. The CMO will design and implement data-driven and commercially savvy marketing strategies that accelerate growth and drive international success.





ABOUT THE COMPANY

About Inner Circle

No more swipe, type, repeat, and no more conversations that go nowhere. Inner Circle empowers people to date better. The dating app screens its members on safety, effort, and mindset; so, no scammers, fake accounts, and casual swipers, but authentic and detailed profiles of people who are serious about dating. The company is all about helping its users find their perfect match based on their values and interests – quality over quantity.

Inner Circle is a niche dating app tailored towards career-driven and ambitious singles. It offers a high-quality dating experience that goes beyond the app. The company hosts exclusive parties in buzzing uptown venues, summer barbecues, ski trips, and many more events where its members can meet and share unforgettable experiences. Through its platform and events, the company enables meaningful connections, touching the lives of millions of people.

“We embrace our diverse team and community of five million singles worldwide. Whatever your race, religion, color, gender, origin, political affiliation, sexual orientation, marital status, disability, or age, we make sure everyone has the space to be themselves.”

David Vermeulen, Founder



The Inner Circle team comprises about fifty people – over sixty percent female – representing sixteen nationalities. In 2020, the Financial Times included the tech company on its FT1000 list of fastest-growing companies in Europe. Today, the scaleup is looking to prolong its twenty-five percent year-on-year growth rate and expand its global footprint in Latin America, e.g., Brazil, Argentina, and Colombia. All to build out its vibrant international community of like-minded singles, helping them to find love.





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The CMO will translate Inner Circle's growth ambitions into a marketing strategy that differentiates the company from its competitors in the dating landscape and will lead its implementation. They will be the driving force behind growing the user base by building the love brand of choice for career-driven singles. Latin America is the company's primary growth region, but the CMO will also develop strategies to strengthen its position in its established markets. They will lead the global marketing team (based in Amsterdam, London, Sao Paolo, and Buenos Aires), be part of Inner Circle's Management Team, and report directly to the CEO.

Testing and automating scalable marketing tactics is one of the key ways in which the CMO will accelerate the company's organic growth. These tactics include influencers, brand ambassadors, and paid marketing initiatives, all while ensuring a healthy ROI. Additionally, the CMO will grow and retain the user base and increase engagement through a solid CRM strategy. They will also foster an analytical and entrepreneurial way of working, leveraging their data and commercial savviness.

The CMO will build and lead a high-performing global marketing team of about twenty-five people, with five reporting directly to them: the Head of Brand Marketing, the Head of Performance Marketing, the Marketing Lead LATAM, the Head of Communications and the Marketing Analyst. The CMO will inspire



personal development and introduce the right structures to implement an experiential way of working and effective collaboration. They will stimulate collaboration with teams responsible for, e.g., strategy and product, and work closely with their Management Team counterparts.

This position is a perfect fit for a seasoned marketing professional with an entrepreneurial and strategic mindset who thrives in a high-paced environment and does not shy away from getting involved in the details when necessary. By successfully expanding Inner Circle's user base, the CMO will get the opportunity to scale a global business and change the course of millions of lives.ⁿ

Interested? Inner Circle is working with Top of Minds to fill this vacancy. To express your interest, please contact Marlies Hoogvliet at marlies.hoogvliet@topofminds.com.



“Growth is the key theme at Inner Circle. The CMO should accelerate our expansion, push their teams forward, and manage change effectively. I also invite them to actively challenge me with creative ideas, bold strategies, and new growth opportunities.”

Masha Kodden, CEO