

VACANCY

# Front-end Lead

## Requirements

- Experience in high volume (traffic) ecommerce
- Expertise in React and Next.js
- Ability to coach team members
- Self-starter
- Fluency in English

 **Madrid**





**Vision Healthcare is a fast-growing digital-first retail platform for lifestyle, beauty, and healthy living that directly connects brands to consumers. The Front-end Lead supports the development of tools and features on the ecommerce platform and mentors future developers in the Madrid office. This is an exciting opportunity for an experienced front-end developer with an appetite for a complex tech context to build the scalable, multi-tenant platform of a fast-growing, international retail company.**





## ABOUT THE COMPANY

# Vision Healthcare

Vision Healthcare is a fast-growing digital-first platform, built to create successful direct-to-consumer brands. Deep data-driven consumer understanding allows Vision Healthcare to be a leading European omnichannel retail platform for lifestyle, beauty, and healthy living. The platform has a diverse and growing portfolio of high-quality brands, such as Purasana, Flinndal, Therme, NaturaMed and Vitamin Express. Vision Healthcare's strategy builds on today's consumer trends: the growing adoption of preventive health & wellness solutions, the shifting channel dynamics and the fast-evolving digital media behaviours in the consumer market. Growth is fuelled through active buy & build, continuously adding new brands and products to the platform.

Vision Healthcare has offices in Amsterdam, Munich, Ghent, Ljubljana and Madrid. The company employs more than 500 people and is expanding quickly. It aims to multiply its revenue over the next few years and become a leader in health and well-being products. The Madrid office is new with currently 11 people and will become the company's key tech hub.

**'We are very open to initiative, if you have an idea, you can do it. Moreover, sometimes you may break something while making rapid progress, as long as you pick up the pieces you are fine!'**

Diederik Oostburg, IT Director







## Front-end Lead

**Vision Healthcare is looking for a new Front-end Lead to contribute to the development of the front-end tools and features of the ecommerce platform, and to mentor future front-end developers in the Madrid office. The Front-end Lead works as part of the Europe-wide front-end team and will be the first person in the Madrid tech hub. Therefore, an entrepreneurial mindset is key: the role offers a lot of space for creative freedom and autonomous decision-making.**

The Front-end team will develop the right tools and features for the needs of all current and new brands that are being onboarded onto the platform, and drive the platform's conversion rate and search engine optimization. Despite being a multi-tenant platform, it must be highly tailored to each brand due to the legacy business and sales process of each. This flexibility, combined with the platform's scalability needs for the future growth of Vision Healthcare, translates into a high degree of complexity and questions on how to optimally extend the platform's tools and features. Experience in ecommerce, preferably with high volume, and with React and Next.js is required. Also, the Front-end Lead is expected to be pragmatic, focus on experimentation, learn from mistakes, and invest in being part of the team.





This is an excellent opportunity for an experienced front-end developer with team management skills and an appetite for complex engineering challenges to build a scalable multi-tenant ecommerce platform for a fast-growing international healthcare company. 🇺🇸

**Interested?** Vision Healthcare has appointed Top of Minds to fill this vacancy. To express your interest, please contact Sandro Schapals at [sandro.schapals@topofminds.com](mailto:sandro.schapals@topofminds.com).



**The Front-end Lead is smart, adventurous and pragmatic, excited to make sense of a high degree of technical fragmentation**

Diederik Oostburg, IT Director