



Versuni

VACANCY

# Global Governance, Compliance & Planning Manager

## Requirements

- Bachelor's degree in business, marketing, advertising, or related field
- 8+ years of experience
- Solid media planning (processes, governance, and compliance) skills
- Comfortable in a global organization
- Skilled at project managing and tooling, for example, in a consulting setting

📍 Amsterdam 📁 Minimum of 8 years experience





**Versuni produces many of the most innovative home products and appliances in the market. Newly independent, they're now building a global team and a strong brand reputation. The Global Governance, Compliance & Planning Manager will develop, implement, and manage global streamlined advertising and promotions (A&P) and media processes, from planning digital playbooks to Golden Rules' learning agendas.**







## ABOUT THE COMPANY

# Versuni

**After becoming an independent company in 2021, Philips Domestic Appliances announced its new name — Versuni — in February 2023. Versuni puts a new perspective on the word ‘universe’ by focusing on how our home lives unite us, wherever we live. Their vision is to make consumers’ lives as simple and convenient as possible by developing products that make our houses truly feel like home.**

Versuni remains a licensee of Royal Philips and will keep many of its well-known and established brand names. These include the Airfryer, Espresso Machine with LatteGo, PerfectCare Steam Generator, Air Purifier and AquaTrio Cordless Vacuum. Since its transition to an independent company with a new name and visual identity, Versuni has entered a significant scale-up phase to become a key player in the global domestic appliance market.

Versuni’s culture is highly entrepreneurial and encourages employees to stay curious and explore new ideas. Their products use some of the most innovative technology available and earned worldwide recognition for their excellence in the industry. Looking ahead, Versuni will also develop products made with sustainable materials. This strategy will make Versuni products easier to repair, refurbish, recycle, up-cycle, and help reduce waste.







VACANCY

## Global Governance, Compliance & Planning Manager

**The Global Governance, Compliance and Planning Manager will play a significant role in the future of Versuni's media strategy. They will work with the Media team to support the Head of Media and develop and manage Versuni's global media strategy. At the same time, they'll deploy all necessary elements to safeguard and ensure the company meets all governance and compliance requirements.**

To succeed, this role will set up a global framework of A&P planning and allocation. They will base it on business and market input and then develop and implement standardized Golden Rules. These AP "guardrails and guidelines" will be adopted company-wide and across countries.

In addition, the Global Governance, Compliance and Planning Manager will set up and manage the global marketing calendar. This will ensure that all A&P planning activities follow relevant regulations and industry standards as well as align with local market trends.

The Global Governance, Compliance and Planning Manager will also track Versuni's media channels' performance against budgets and create insightful reports for the Head of Marketing's decision-making process. On top of ensuring A&P compliance, this role will identify gaps, overlaps, and growth opportunities in various global markets and A&P planning processes. These include identifying and implementing tools to support further automation and standardizing



processes and policies to improve media performance and ROI.

As a master multitasker, the Global Governance, Compliance and Planning Manager is extremely organized and can easily manage multiple projects and stakeholders at the same time. They will ensure all global stakeholders understand and agree with the new company guidelines and processes. And they'll deliver all requested input on time through excellent planning skills and their strong relationships with local marketing- and media teams.

Versuni's culture is inclusive, collaborative, and a fun place to work where employees have many professional development and growth opportunities. The Global Governance, Compliance and Planning Manager will directly contribute to the future success of Versuni with creative ideas that optimize A&P and media processes. This dynamic role is ideal for someone who is ambitious and interested in joining a forward-thinking organization that's passionate about technology and sustainability. ■



**Interested?** Versuni is working with Top of Minds to fill this vacancy. To express your interest, please contact Charlotte Braat at [charlotte.braat@topofminds.com](mailto:charlotte.braat@topofminds.com).



**“The Global, Governance, Compliance, and Planning Manager will have the freedom and opportunity to introduce innovative ideas, and play a significant role in bringing them to life throughout the organization. They will join a creative international team on our exciting journey to grow the Versuni brand.”**

Alexander de Ruwe, Global Head of Media – Versuni