



VACANCY

Global Apps & CRM Data Insights Manager

Requirements

- Over 7 years of experience in data and analytics
- Translating online consumer behavior and trends into marketing strategies
- And a track-record in the consumer products industry
- With consulting and stakeholder management skills
- Bachelor's or master's degree in mathematics, analytics, computer science, business, or related field

 **Amsterdam**  **Minimum of 7 years experience**



Versuni sells many of the most innovative home and kitchen appliances on the market. The company is expanding their global marketing team to help build up the newly formed brand and achieve ambitious growth goals. The Global Apps & CRM Data Insights Manager will develop and execute Versuni's global strategy for app related data, including data acquisition, data storage, data analysis, and data reporting.





ABOUT THE COMPANY

Versuni

After becoming an independent company in 2021, Philips Domestic Appliances announced its new brand name Versuni, in February 2023. Versuni offers a new perspective on the word 'universe' with a focus on how our life at home unites us, no matter where we live. The company strives to make life as simple and convenient as possible for consumers by developing products that make our houses truly feel like home.

Versuni is now owned by a global investment firm and remains a licensee of Royal Philips and continues to use various well-known brand names in the market like the Airfryer, Espresso Machine with LatteGo, PerfectCare Steam Generator, Air Purifier or AquaTrio Cordless Vacuum.

This forward-thinking organization has a brand-new name, updated visual identity, and ambitious growth goals. The company is currently going through a crucial scale-up phase and is expanding their international team to help position them as a key player in the global domestic appliance market.

Versuni is extremely entrepreneurial and encourages employees to always stay curious and explore new ideas. Its products use some of the most innovative technology on the market and are recognized worldwide for their excellence within the industry. Looking towards the future, Versuni aims to develop products made with more sustainable materials, that are easier to repair, refurbish, recycle, and help to reduce waste.





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Versuni is on an ambitious journey to expand their global brand and reputation as the producer of many of the most innovative domestic appliances on the market. The central digital experience team is responsible for managing all elements of the organization's digital marketing services (PDP, PIM, and DAM) and customer databases, including apps such as Nutri-U, CRM systems, and other marketing platforms. The Global Data Insights Manager Apps & CRM will play an important strategic role as the bridge between the central digital experience team and Commercial Insights & Analytics team.

They will become an expert on each of Versuni's apps and their corresponding data and insights. As the organization's main point of contact for app-related data, they will extract important data and insights from the various apps and CRM system and support the development of data-driven solutions in this space. This data will be used to further drive customer engagement, identify in-app revenue opportunities, and achieve other strategic business objectives.

They will report to the Head of Digital Experience and work closely with the Commercial Insights & Analytics Lead. The Global Apps & CRM Data Insights Manager can work well independently and manage multiple tasks simultaneously. They will collaborate with various stakeholders within the digital experience team, including the App optimization team and CRM teams to boost local activation and contribute to the development of loyalty strategies per channel.

In addition, the Global Apps & CRM Data Insights Manager will work closely with the CI&A team to support the creation and implementation of (marketing mix) models, automated processes, and improved reporting frameworks. They will also collaborate with a dedicated Data Scientist to extract and analyze app and CRM data and support the CI&A team with the development of strategies to increase access to important business insights.

The Global Apps & CRM Data Insights Manager thinks out of the box, continuously looking for opportunities to enhance the way app and CRM data is used to improve the customer experience and increase user engagement. They will be a key contributor to the set up and implementation of a more structured, data-driven way of working at Versuni. By introducing and maintaining key performance indicators (KPIs) for all app and CRM-related data, they will ensure the accuracy and completeness of relevant data and their insights and recommendations will contribute to strategic decision-making

Versuni is present in more than 100 countries and offers an inclusive and diverse working environment. This role is perfect for an analytical individual with a strategic and entrepreneurial mindset who is eager to make a strategic impact on the future of this innovative company's global digital marketing strategy. ■



Interested? Versuni has appointed Top of Minds to fill this vacancy. To express your interest, please contact Jessica Lim at jessica.lim@topofminds.com.



The Global Apps & CRM Data Insights Manager will build an important foundation for the future of our global digital experience strategies. It is an exciting opportunity to bring creative ideas and implement strategic solutions that change how we use our apps and their insights to better serve our customers and drive business results.

Trix van der Vleuten, Global Marketing Lead