



Versuni

VACANCY

Global Media Data Insights

Requirements

- 6+ years of experience in data and analytics
- Including online targeting and audiences
- 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 6 years experience



Versuni produces a variety of domestic appliances, well-known worldwide both for their innovative technology and standard of excellence. The newly formed independent company is focused on growing their brand and reputation worldwide. The Global Media Data Insights Manager will develop and execute Versuni's global strategy for media 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.





VACANCY

Global Media Data Insights Manager

Versuni has ambitious growth goals and is focused on establishing a strong brand reputation around the world. The central Media team is responsible for managing all elements of the organization’s global media strategy, including A&P allocation and measurement, governance and compliance, performance marketing, digital activation, agencies and partnerships, and data, analytics & business intelligence.

The Global Media Data Insights Manager will play an important strategic role in the organization as the bridge between the central Media team and the Commercial Insights & Analytics team. As an expert on data, analytics, and insights, the Global Media Data Insights Manager will elevate Versuni’s global media strategy by improving data collection processes and increasing the organization’s access to important media-related insights.

They will report to the Head of Media and work closely with the Performance Marketing Manager. The Global Media Data Insights Manager will collect strategic data from both internal and external stakeholders such as the media agency and performance marketer, as well as from META, Google, and other digital platforms and partners. As the key relationship manager of external data providers, industry associations, and other organizations, they will both stay up to date with industry trends and best practices and actively integrate them into



Versuni's media data strategies.

Additionally, the Global Media Data Insights Manager will collaborate with a variety of cross-functional teams, including business and marketing to enhance the quality of media-related insights and use them to support the implementation of data-driven solutions. They will work closely with the Commercial Insights & Analytics team and deliver strategic media-related data to be used in the creation and implementation of analytical models, automation of processes, and improvement of reporting frameworks to increase access to business insights and drive results.

Lastly, the Global Media Data Insights Manager will establish and maintain key performance indicators (KPIs) for all media related data. They will also develop data governance and quality management processes, ensuring the accuracy and completeness of global media data. Their insights and recommendations will be used within strategic decision-making processes by senior management and other key stakeholders.

Versuni is on an exciting business journey as a newly independent company. They offer a dynamic international working environment and pride themselves on being a fun place to work. This role is perfect for an analytical individual looking to join an entrepreneurial team and make a strategic impact on this innovative organization's global media strategy.■

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



“The Global Media Data Insights Manager will improve how we use data to drive important business decisions. It is an opportunity to use your knowledge and creative ideas about data usage to develop actionable plans and actively contribute to the success of our media strategy.”

Alex de Ruwe, Global Head of Media