



VACANCY

Head of Growth Investment Products NL

Requirements

- 10+ years of experience
- In consulting/banking/financial services
- Knowledge of retail investment products
- Proven track record in a digital and data-driven environment
- Building and executing strategic roadmaps
- Commercial mindset
- People management experience
- Stakeholder management

📍 Amsterdam 📁 Minimum of 10 years experience



As a top innovator in the market, ING is on a mission to simplify banking and make investing more accessible. The Head of Growth will lead ING's Dutch Commercial team for Investment Products, transforming the offering and fostering growth.





ABOUT THE COMPANY

ING

ING's mission is to empower people to stay a step ahead in life and business. This highly innovative global financial institution has a strong pan-European base and a growing presence in the rest of the world. ING's sixty thousand employees serve around thirty-seven million customers, corporate clients, and institutions in forty countries.

The bank's retail products include savings, payments, investments, insurance, loans, and mortgages. They serve a wide range of retail and private banking customers and operate in a complex value chain with strong competition and rapid technological developments.

However big or small, modest or grand, ING helps their customers grow their money responsibly. They strive to support all customers realize their own vision for a better financial future by supporting them throughout their investing journey with a compelling value proposition and excellent digital experience.

ING has ambitious commercial goals for the future and places a strong focus on differentiating itself from the competition by offering a superior customer experience. The company sees significant growth opportunities in the retail investments sector, which they plan to pursue through further innovations and improvements to their product offerings and bringing disruptive ideas to the market.





VACANCY

Head of Growth Investment Products NL

The Head of Growth will define and implement ING's investment product growth strategy for the Dutch market. They will develop innovative solutions and enhance the customer experience, unlocking new opportunities for growth and maximizing revenue potential in the personal investment product areas.

This digitally savvy leader will form and implement commercially focused strategies and solutions to make investing easier and give customers confidence in their ability to make investment decisions and find security in their financial future.

The Head of Growth will report to Emre Susam, ING's Head of Investments NL, and lead the Commercial Area. She/He will manage multiple direct reports, who also manage various teams, including the Product Leads for Brokerage and Advice, as well as, the Expert Leads, responsible for Marketing and First Line Risk.

The Commercial Area is growing quickly, both in terms of capabilities and capacity, with plans to increase to ~50 FTEs. The Head of Growth will stimulate efficient teamwork and create an environment where collaboration and co-creation is encouraged. They will implement data-driven solutions and define the vision for ING's future investment product offerings.



One of the cornerstones of ING's future personal investment product strategies will be the optimization of their tech landscape, specifically related to mobile development and the future functionality of the company's two mobile apps for general personal banking and investments. The Head of Growth will work closely with the Head of Investment Products NL and mobile development teams to design and implement strategic changes related to the way customers use ING's mobile apps to invest their funds. These important technological developments will support ING's mission to make banking and investing even easier and more accessible for all customers.

ING is a globally renowned financial institution driven by remarkable ambitions, attracting talented individuals who share the same drive for success. Employees appreciate the diverse work environment and the abundant opportunities for professional development. This position is perfect for someone eager to set ambitious sales targets and build the necessary frameworks to achieve them. It would be a great fit for a past strategy consultant with experience in financial services and a passion for the investment sector. ■



Interested? ING has appointed Top of Minds to fill this vacancy. To express your interest, please contact Roland Vetten at roland.vetten@topofminds.com.



“There is so much potential to grow our business in the Investment space. The Head of Growth will be the driving factor to take our investment product offerings to the next level. It is an exciting opportunity to make a significant impact on the way our retail and private banking customers invest with us and how we serve them as trusted advisors.”

- Emre Susam, Head of Investment Products