



VACANCY

Director of Strategy & Transformation

Requirements

- 8+ years of experience
- In strategy development, implementation, and program management
- In a global corporate environment
- Strong leader and cross-collaborator
- Forward-thinking and consumer-centric

Amsterdam Minimum of 8 years experience

A photograph of two women in a modern office setting. The woman on the left, wearing a blue suit, is pointing at a laptop screen. The woman on the right, wearing a white jacket, is looking at the screen. In the background, there is a wooden bookshelf with books and decorative items, and a yellow armchair.

Versuni sells industry-leading domestic appliances under well-known brand names like the Airfryer, Espresso Machine with LatteGo, PerfectCare Steam Generator, Air Purifier or AquaTrio Cordless Vacuum. The Director of Strategy and Transformation will report to the Chief Strategy and Transformation Officer and lead strategic initiatives and drive value creation, contributing to Versuni's growth and margin expansion objectives.



ABOUT THE COMPANY

Versuni

In 2021, Philips Domestic Appliances became an independent company and announced its new brand name, Versuni, in February, 2023. Versuni offers a fresh perspective on the word 'universe' with a focus on how our life at home unites us, no matter where we live. The company's vision is 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 fully owned by Hillhouse Capital, a private equity firm, but remains a licensee of Royal Philips. As such, they continue 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. As a recently formed independent company with a new name and visual identity, Versuni is now undergoing a crucial scale-up phase to position itself as a key player in the global domestic appliance market.

The company is highly 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 ahead, Versuni will develop products using more sustainable materials that are easier to repair, refurbish, re/up-cycle, and help to reduce environmental waste.





VACANCY

Director of Strategy and Transformation

The Director of Strategy and Transformation will drive the deployment and implementation of Versuni's strategic initiatives and be a key point of contact for the organization's Executive Leadership Team and shareholders. They will build momentum of the expanding organization and determine its overall market strategy, by focusing on value creation and maximizing top-line growth.

Taking ownership of Versuni's dynamic initiative portfolio, the Director will make strategic decisions about when to start, pause, and refocus market initiatives to maximize growth opportunities. This role will identify target segments and develop and implement streamlined value-tracking metrics for the project teams to pinpoint the company's sources of value and monitor business performance.

The Director of Strategy and Transformation will need to have the confidence to propose bold, innovative ideas or challenge existing processes or strategies. A strong commercial mindset is necessary for success as well as the ability to continuously identify and secure strategic partnerships and promising business development opportunities.

By keeping the customer in mind while focusing on the bigger picture, the Director will maintain a clear vision on the future and present information that



resonates with business leaders and brings insights to life. They will report to the Chief Strategy Officer and support Versuni’s Executive Leadership Team (ELT) and shareholders in important decision-making processes. They will not have direct reports but will simultaneously manage multiple stakeholders and closely collaborate with various initiative teams to ensure the successful execution of large-scale cross-border projects.

Versuni’s culture offers an inclusive, collaborative, and fun place to work. The dynamic international team is on an exciting journey to expand the Versuni brand, worldwide. And the Director of Strategy and Transformation will play a significant role in shaping the company’s strategic growth initiatives. This is an ideal opportunity for a consumer goods consultant with experience working in a fast-paced, global corporate environment.■



Interested? Company is working with Top of Minds to fill this vacancy. To express your interest, please contact Imke Peters at imke.peters@topofminds.com.



“ The Director of Strategy and Transformation will become a driving force in the next phase of Versuni’s growth transformation strategy. It is an exciting opportunity to contribute original ideas as well as execute them on a global scale.”

Mark Venema, Chief Strategy Officer of Versuni