



fitforme

VACANCY

Head of Brand

Requirements

- 8+ years' experience
- In brand development and marketing strategy
- Within Consumer Goods
- Strong communications and people management

 **Rotterdam**  **Minimum of 8 years experience**



FitForMe is a global leader in customizing vitamins to help people significantly improve their quality of life after weight loss surgery. Backed by private equity, the Rotterdam-based scale-up is entering a new growth phase with international expansion. The new Head of Brand will play a strategic role in renewing FitForMe's brand.



FitForMe

Rotterdam-based scale-up FitForMe is a global leader in a growing niche market — providing customized vitamins for people who have had weight loss surgery. They have enormous growth potential as the market continues to expand.

Worldwide, the numbers of people with morbid obesity, and comorbidities such as diabetes and cardiovascular disease, are on the rise. To help these people lose significant weight and improve their quality of life, more weight-loss surgeries are being performed every year. After surgery, it is often difficult for people to ingest and absorb the necessary vitamins and minerals. FitForMe fills this gap with supplements specifically tailored to patients' needs, depending on the type of surgery they've had.

FitForMe's success is based on a growth market, product development founded on scientific research, and working with high quality production partners in Europe, America, and Australia. They work with various logistics partners, advisors in the field of local regulations as well as 120 employees in fourteen countries across every continent — including a customer service team of dietitians. The company is young, diverse and entrepreneurial, with an informal atmosphere that offers space to inspire and learn from each other.



Their international success is proven by improving the quality of life for hundreds of thousands of people; and is significantly increasing. FitForMe is preparing for an international expansion phase with the new Head of Brand, who will play a key role in developing their renewed brand.





VACANCY

Head of Brand

FitForMe is undergoing professionalization to make a positive impact on the quality of life of more people worldwide. Growth markets for the upcoming years include Australia, France, and Germany. In addition, a key strategy is to shift to a health and lifestyle brand with more digital and subscription-based offerings.

A new brand and strategic vision for creating and developing the brand are important pieces of their vision. The Head of Brand will provide the necessary knowledge and experience to lead a complete rebranding. They will also have the autonomy to make a serious impact on the new brand's success.

The complexity and challenge lie in understanding the role of HCPs and their impact on consumer's trust and preferences — while developing brand, content, proposition, and activation strategies to help FitForMe reach their next level of growth.

The Team

The Head of Brand will join the Commercial Management Team, and report to the CCO. They will lead and grow a team of junior content marketers and a Product marketer, while collaborating with Heads of Sales, Digital, Customer Support, and Customer Growth. This is an exciting role in a fast-moving scale-up with a flat culture, that's backed by equity and poised for massive growth. It is an excellent





opportunity for the Head of Brand to shape things according to their own vision and really make their mark.

The Head of Brand will map the entire customer journey from awareness and activation, to customer experience. They will also develop more digital and subscription-based value propositions, working closely with the Head of Digital.

This is an exciting opportunity for someone with a deep understanding of B2C brand and marketing, to impact the strategic positioning, marketing strategy, and growth of a purpose-driven healthcare scale-up. It's also a unique opportunity to truly impact the quality of life of millions of customers worldwide. ■



Interested? FitForMe is working with Top of Minds to fill this vacancy. To express your interest, please contact Janko Klaijsen at janko.klaijsen@topofminds.com.

