



Vacancy

HR Director - Netherlands & France





Grolsch has been brewing its iconic beer with its distinctive swing-top bottle for over 400 years. Since being acquired by the Asahi Holding Group, Grolsch has accelerated its innovations and international expansion. The HR Director drives the end-to-end HR strategy and processes for employees in manufacturing, commercial, wholesale, and corporate functions in The Netherlands and France.

Requirements

- 12 years' experience
- In consumer goods and/or a manufacturing environment
- In end-to-end HR management including trade union negotiations
- Stakeholder management
- Problem solver with strong commercial acumen
- Dutch and English fluency

 **Enschede**

 **Minimum of 12 years' experience**



About the company

Grolsch

Setting up a brewery during the Dutch Revolt was a daring move, but founder Willem Neerfeldt opened one in the Dutch town of Grolle in 1615 anyway. Known for its characteristic flavor, iconic swing-top bottle, and creative ads, Grolsch has been building a strong brand for more than 400 years. Their longest-running campaign slogan 'Craftsmanship is Mastery' has even become a part of the Dutch language.

From its strong local roots, Grolsch significantly expanded its reach in 2007 when its Board accepted an offer by SABMiller. And in 2016, the brewery was integrated into the international Holding Group. They acquired Grolsch and several other brands to gain access to the European market. In 2022, Asahi Europe and International achieved almost 3.5 billion euros in turnover, thanks to its targeted acquisition strategy.

Grolsch is one of the premium brands distributed by Asahi Brands France, along with Peroni Nastro Azzurro, Asahi Super Dry, Meantime, St. Stefanus, and Pilsner Urquell. The company prides itself on carefully selecting raw materials and using centuries-old brewing techniques. The Group operates in The Netherlands, France, Italy, the UK, and Canada, and distributes its brands in Europe, Africa, Asia, and Latin America. ▶





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HR Director – Netherlands and France

The HR Director sets the people strategy for The Netherlands and France to align with business priorities for Grolsch, and Asahi Europe and International, and manages the diverse employees in manufacturing, commercial, and wholesale. They drive the end-to-end implementation and HR processes, ranging from HR operations and business partnering, to employer branding and recruitment, diversity and inclusion, well-being, facility management of the brewery and offices, trade union negotiations, and managing the pension fund. The HR Director reports to Emily Pittman, Managing Director, and joins the Executive Team. They're also involved in regional decisions as a member of Asahi Europe and International's HR leadership team.

Along with a team of about twenty HR professionals, the HR Director drives the strategic interface between HR and the designated business and functional leaders, helping to deliver business results through optimal HR management. The Director also embeds the HR approach and processes from Asahi Europe and International and manages the implementation and quality assurance at the local level. Specifically, they ensure the interests and needs of the business units and employees are met.

This is an exciting opportunity for an experienced HR leader who is quick to shift between strategic thinking as part of the Executive Team to hands-on implementation on a variety of HR topics. The HR Director is keen to be on the ground with their people, spending at least three days a week in Enschede. Their experience with trade unions, ability to inspire trust, and excellent stakeholder management help them set Grolsch up for continued growth and performance. n



Interested?

Grolsch is working with Top of Minds to fill this vacancy.
To express your interest, please contact Vivian Linker at vivianlinker@topofminds.com.

“Grolsch might be a medium-sized company, but there is a broad range of responsibilities and fascinating complexities under the hood. I expect the HR Director to bring me their vision for HR, how it will help our people grow and perform, and how it connects to the Asahi Group.”

– Emily Pittman, Managing Director of Grolsch