



Vacancy

# Strategy & Planning Director

TB/AUCTIONS

TBAuctions is a leading online auction platform for buying and selling used business goods. The right hand to the company's C-level executives, the Director of Strategy & Planning will manage a dynamic team and drive organic and inorganic growth, identifying new sources of revenue and developing and implementing the company's M&A strategy.



## Requirements

- Over 10 years of experience
- Experience with technology and/or platform-based companies
- Background in investment banking, consulting, or strategy
- Self-directed and pragmatic
- Entrepreneurial and analytical
- Stakeholder management

 **Amsterdam**

 **Minimum of 10 years' experience**





About the company

# TBAuctions

**TBAuctions (TBA) aims to change the way buyers and sellers think about used industrial goods. The company auctions movable and immovable goods on behalf of third parties through ATLAS, its proprietary tech platform for intelligent auctioning. Founded in 2018 through the merger of two established auction houses, the company now operates eight brands, has over 135 million website visitors per year from over 160 countries, and auctions nearly two million lots annually, making TBA one of the largest online auctioneers in Europe. Core industries featured on the platform include Construction, Transportation, Logistics, Agriculture, and Medical**

TBA is already the #1 European digital auction house, and this ambitious company does not plan to slow their growth anytime soon. In 2022, the company was acquired by Castik Capital to support the next phase of growth. Soon after, Summa Equity joined Castik as co-investor, enabling TBA to continuously strengthen their excellent market position, accelerate organic growth, and increase the pace of add-on acquisitions. With support from Castik and Summa, TBA acquired the Swedish auction platforms Klaravik and PS Auction, the Norwegian auction platforms Auksjonen.no and Bjarøy AS, the Danish platform DAB, as well as Benelux auction companies Epic and Vavato. ▶





TBA plays a significant role in supporting the global environmental, social, and governance (ESG) agenda by connecting businesses around the world with high quality second hand and second chance goods and accelerating society's shift to more sustainable consumption. The company works with a diverse team of bright and dedicated individuals who are encouraged to think out-of-the-box and take initiative as this fast-growing scale-up continues to disrupt and transform the industrial goods online auction industry. ▶







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# Director Strategy & Planning

**TBAuctions is growing rapidly with exciting ambitions for the future. The Director of Strategy and Planning will be a driving force of major strategic growth initiatives across the company and a trusted advisor to Executive Management. The position reports to the CEO and is a member of the Executive Team. In this newly created multifaceted role, the candidate will manage a dynamic team and drive profitability through the implementation of initiatives to enhance organic growth and create of new sources of revenue, including designing and implementing the company's M&A strategy.**

The Director is pivotal in shaping and executing the company's long-term strategic vision and ensuring alignment across all functional areas. In this highly visible role, the candidate will manage a team of 4-6 FTE's who will collaborate closely with the CEO, CPO, CFO, CMO, and the Board of Directors. Together they will keep the executive team informed about performance trends, strategic initiatives provide guidance used to make strategic business decisions.

Overseeing strategic planning and forecasting processes, the Director will align FP&A, business operations, product, and commercial stakeholders. They will lead pricing, develop pricing structures, drive revenue conversion, and manage profitability. The candidate will support the CEO with governance activities, including business management, performance reviews, Board updates, and incentive model development. They will also collaborate with the Data and FP&A team to develop business metrics, support M&A, monitor industry trends, and provide insights to internal teams and thought leadership to external stakeholders. ▶





Commercial and entrepreneurial, the Director will drive TBAuction's ambitious organic (20%+) and inorganic profitable growth trajectories, which are both major focus areas for the next three years. Identifying new revenue sources, they will lead pricing strategies and revenue conversion, improve operational efficiencies, and turn around underperforming assets and focus on expanding the company's core business into new geographies, modalities, and services. They will also incubate and start-up new business initiatives like: Global Key Accounts, Value Added Services, and more. Focused on expanding TBA's density, scale, and liquidity in the auction industry, they will develop and implement the company's M&A strategy, identifying potential deals, managing the shareholder process, and coordinating the integration and PMO of the post-close transition.

Closely monitoring macroeconomic and industry trends and changes to the competitive landscape, the Director regularly reports strategic insights to internal teams, the C-suite, and the Board of Directors, also providing external thought leadership to sellers and bidders. Cross-functional alignment is crucial, as this role interfaces with Operations, Commercial, Product, Finance, People, Legal, and other stakeholders. ▶



TBA is a fast-growing, profitable scale-up that values making a positive impact and achieving results through initiative, commitment, teamwork, and diversity. The Director will be based at the headquarters in Amsterdam and is expected to be excited to work in the office with the Executive Team at least 4 days per week. Responsible for the alignment of multiple functions and teams, this role requires a high amount of face time with various stakeholders, both in the office and through occasional international travel. Equity participation is possible.

This is an exciting opportunity for a strategic thinker with a proven track record in strategy development and execution. The ideal candidate has strong leadership skills, experience in business expansion experience and the confidence to challenge, influence, and connect with members of executive leadership.



## Interested?

TBAuctions is working with Top of Minds to fill this vacancy.  
To express your interest, please contact Vivian Linker at  
[vivian.linker@topofminds.com](mailto:vivian.linker@topofminds.com).

**“This Director ensures seamless execution of our executive team’s initiatives, driving company growth through their self-direction, meticulous attention to detail, structured approach, pragmatic solutions, and genuine authenticity.”**

Tom Christenson, CEO