



Vacancy

# Digital Strategy Lead - B2C and B2B





Dutch telecom provider KPN is investing significantly to be at the forefront of innovation, connectivity, and sustainability in its sector. As part of the Technology Strategy, Transformation, and Architecture Team, the Digital Strategy Lead sets the vision for B2C and B2B and guides leadership by demonstrating value before developing the architecture and transformation programs.

## Requirements

- 8+ years' experience
- With digitalization, IT strategy, and data management
- In technology-driven or infrastructure-heavy organizations
- Strategic and visionary thinker
- Change manager who impacts C-level decision-making and mobilizes teams

 Zoetermeer

 Minimum of 8 years' experience

# KPN

KPN is a leading telecommunications and IT provider and market leader in The Netherlands. They offer fixed and mobile, Internet, TV, network, cloud, connectivity, hosting, and security services to private B2C customers, and business users (B2B). With approximately forty percent market share and more than 9,700 employees, KPN achieved a turnover of 5.4 billion euros in 2023. To continue creating long-term value for the company's stakeholders in the next four years, KPN has developed a Connect, Activate, and Grow strategy, which will keep KPN at the forefront of innovation, connectivity, and sustainability.

**KPN's Technology Strategy, Transformation & Architecture (TSTA)** TSTA plays a fundamental role in KPN's strategy. With twenty-three percent of KPN's revenue invested in technological innovation, the department is building industry-leading digital and AI processes and IT chain infrastructure across Europe. TSTA is responsible for the technological strategy, overarching enterprise infrastructure, and initiating transformative programs to support the company's strategy.

For the next five years, TSTA has identified three leading strategic pillars: digital experiences, telecom infrastructure, and its operating model. These include transformation programs such as Digital Customer Experiences, Cloud, GenAI, and Autonomous Operations that will help KPN evolve from a telecom player into a technology-driven leader. ▶

# Digital Strategy Lead – B2C and B2B

**The Digital Strategy Lead (DSL) drives KPN's IT vision and strategy to transform customer journeys for B2C and B2B clients, using state-of-the-art technology and improving processes. They focus on strategic thinking and use their business sense to analyze the impact of new technologies and processes on KPN's business model, and present value-based business cases to C-level stakeholders. Their change management experience helps them align leaders and teams at all levels of the organization to create a support base for the digital strategy.**

In B2C, the Strategy Lead will replace the current IT stacks for mobile and fixed in the consumer market. They choose the optimal technology and external partners, and digitize and personalize the customer journey for individuals and households.

In B2B, the Strategy Lead will streamline the IT landscape for the business market, working toward the target architecture. Strategic initiatives include digitizing the customer journey for large businesses (LCE) – in line with the ongoing evolution of the SME journey – and creating a vision for the IT stacks in both SME and LCE segments. ▶

The Digital Strategy Lead is a pro-active and influential leader who works closely with stakeholders at all levels. As part of the Digital and Platforms team, they report to the VP of Digital and Platforms and work with three strategists, nine enterprise architects, and the program manager. The Digital Strategy Lead works directly with the Chief of Consumer Market and the Chief of Business Market and collaborates with other TSTA teams to ensure innovations are integrated company-wide.

This is an exciting opportunity for an inspiring leader with deep expertise in IT and Digital, and in creating transformative client-focused solutions. The Digital Strategy Lead has the expertise, strategic thinking, and business sense to challenge leaders and work with them to design optimal solutions driven by technology. They identify emerging trends in their field and guide KPN's leaders along by translating technological opportunities into tangible business value for KPN as it grows into a technology-driven, industry leader. ■



## Interested?

KPN is working with Top of Minds to fill this vacancy.  
To express your interest, please contact Jessica Lim at  
[jessicalim@topofminds.com](mailto:jessicalim@topofminds.com).

**“The Digital Strategy Lead for B2B and B2C is passionate about excellent customer journeys and has the strategic and business skills to convince KPN’s leaders and their teams of the value their vision can bring to the organization.”**

**Rachid el Hattachi, EVP Technology Strategy,  
Transformation and Architecture of KPN**