

Vacancy at TransFollow

Head of Communication & Marketing



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Requirements

- Over 8 years of experience
- In B2B Marketing
- With experience in IT, SAAS, and/or Logistics
- Proactive, hands-on, and flexible leader
- International experience
- English fluency required

 **Amsterdam**

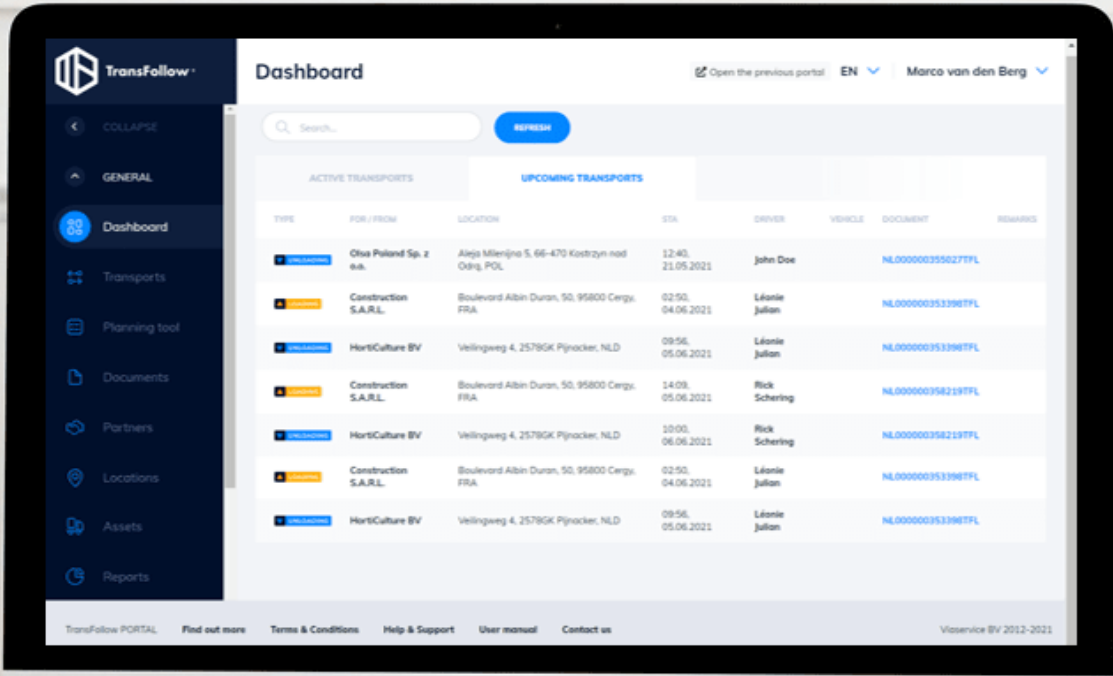
TransFollow digitalizes transport documentation, planning, and communications for supply chain stakeholders across Europe, from truck drivers and small-scale transportation companies to large-scale shippers and receiving enterprises. The Head of Communication and Marketing drives the continued sales growth of the company's innovative solutions through their end-to-end marketing strategy and implementation.

About TransFollow

TransFollow unites all players involved in complex supply chains across Europe with its secure and intuitive digital solutions to manage transports and transport documents electronically. From shippers and OEMs to transportation companies, truck drivers, and large receiving enterprises like Heineken, PostNL, and Toyota, TransFollow offers seamless data-sharing and real-time visibility for all stakeholders in the supply chain. Accessible through an API, web portal, mobile app, and since recently messenger tools, the solution goes well beyond the traditional electronic consignment notes (eCMR). TransFollow empowers its customers to reduce paperwork, minimize errors, and enhance security and visibility, all while improving operational efficiency and sustainability.

TransFollow is managed by the operating company Viaservice as one of its product groups. With offices in Amsterdam and Geneva, a sales team in the Netherlands, France, and Spain, and a development team in Ukraine, the international company is in full expansion in a fast-growing market. While still in its start-up phase, TransFollow has built a reputation as the most technologically advanced and continuously improving solution for eCMR. The company has strong ties with (inter) national transportation and logistics associations and has an extensive network of distributors and software partners that help fuel its continued growth.





Head of Communication & Marketing

The Head of Communication and Marketing drives the end-to-end marketing strategy and execution as well as communications for TransFollow. In the fragmented and heterogeneous transportation market that the company serves, they base their marketing strategy on solid market research and clear segmentation. The Head of Communication and Marketing plans and executes campaigns, events, and marketing initiatives, providing local teams with a clear pitch and qualitative assets. Translating the product's key features into targeted value propositions and customer journeys for each prioritized segment, they help drive sustainable sales conversions.

To deliver on the marketing strategy, the Head of Communication and Marketing leads a small team in Amsterdam. They also assess, select, and lead external marketing and communication agencies to accelerate the marketing campaigns. The Head reports to the Viaservice Managing Director in Geneva and the COO in the Netherlands. They work very closely on the marketing strategy with the management team, on the market vision with the product development team, and on customer attraction and retention with the sales team. They also maintain strong relations with the organization's external partners.

“TransFollow has an immense growth potential when we bring the right value proposition to the right client. The Head of Communication and Marketing is critical to our success by translating our innovative product features into customer value.”

**Alexis Périnet-Marquet,
Managing Director Viaservice**

The Head of Communication and Marketing is part of the small and dynamic Viaservice team that values flexibility, collaboration, and autonomy. The role involves hybrid work and regular international travel for events and meetings.

This is an exciting opportunity for an entrepreneurial leader with experience in marketing innovative technology to a wide range of B2B customers across traditional and digital channels. They can easily switch back and forth between strategic vision and hands-on implementation. As TransFollow continues to innovate, the Head of Communication and Marketing is quick to adapt value propositions and campaigns for greater effectiveness. They are autonomous and proactive in taking initiatives to continue growing TransFollow.





Interested?

TransFollow is working with Top of Minds to fill this vacancy.

To express your interest, please contact Linde Valk at lindevalk@topofminds.com.



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