

Vacancy at Landal

Director of Business Finance & Performance



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Requirements

- Over 14 years of experience
- Proven track record in driving financial value
- Experience with private equity
- Background in strategy consulting or exceptional strategic thinking skills
- Excellent stakeholder management skills
- Hands-on approach

 **Amsterdam**

For those seeking an unforgettable holiday in nature, Landal is the go-to choice. Created through the merger of Roompot and Landal GreenParks, it offers holiday experiences across more than three hundred locations in 13 countries. The Director of Business Finance & Performance will be instrumental in professionalizing and transforming the company's business control function.

About Landal

With over thirty thousand diverse accommodations – from beach houses and designer villas to glamping and luxury chalets – Landal caters to every preference and budget, welcoming around 5.5 million guests each year. With a clear ambition to become the European market leader in nature escapes, Landal focuses on providing unforgettable stays in beautiful settings. The organization is driven by its purpose to “give everyone the freedom to find their happy place,” emphasizing guest satisfaction and well-being. Sustainability is a key priority, with all parks holding Green Key certification, reflecting Landal’s commitment to environmental responsibility.

Private equity-backed growth and innovation

Supported by private equity investor KKR, Landal is pursuing ambitious growth goals through both organic expansion and strategic acquisitions. The company is set to open its new headquarters in Amsterdam, where roughly four hundred employees will work to drive innovation and integration. In the summer of 2024, a completely new leadership team was installed, with Mikael Andersson as the new CEO. Under this new leadership and with a future-focused strategy, Landal is well positioned to expand its market presence and deliver exceptional holiday experiences across Europe.





Director of Business Finance & Performance

The Director of Business Finance & Performance plays a pivotal role in professionalizing and transforming Landal's business control function, encompassing strategic financial planning, performance management, and decision making across the organization. The role goes beyond reporting; it is a leadership position where financial strategies are developed, stakeholders are influenced, and financial insights are translated into tangible value creation. Taking ownership is crucial, as the position requires driving initiatives and delivering results with a high level of accountability.

In this position, the Director of Business Finance & Performance will reshape the business control function into a true strategic partner for the organization. This includes managing the forecasting cycle, multi-year strategic planning, investment reviews, revenue tracking, and KPI monitoring. Additionally, the Director of Business Finance & Performance ensures financial data are both accurate and actionable, providing insights that steer and challenge business decisions. Creating and executing business cases, as well as tracking benefits for company-wide improvement projects, are also key responsibilities.

Financial planning and performance management

The Director of Business Finance & Performance leads the FP&A function, aligning financial forecasting and reporting with the company's strategic objectives. This includes delivering consistent and high-quality financial reporting, overseeing budgeting, forecasting, and long-term planning, and executing mergers and acquisitions and post-merger integration, with a sharp focus on synergy realization.

As a financial leader and business partner to the Board and functional management, the Director of Business Finance & Performance contributes to defining strategic frameworks and monitoring key business KPIs. The role also involves influencing stakeholders – including operations, real estate, and commercial teams – to translate financial insights into business growth. Collaboration with the Director Group Control is essential to provide a clear and insightful analysis of business performance. The Director of Business Finance & Performance reports directly to the CFO, Bastiaan Haks.

Raising the bar

Building is essential in this role – from building a high-performing FP&A team to optimizing processes and structures – while fostering a culture of excellence, innovation, and integrity within the finance function. The Director of Business Finance & Performance brings a clear vision and a strong sense of ownership to drive this transformation. They will continuously motivate the team to raise the bar, bring out the best in themselves, and consistently seek new ways to enhance performance.





“As Director of Business Finance & Performance, you will be responsible for driving value creation at every level. Your focus is on continuously strengthening and expanding the organization’s foundation to ensure every initiative adds tangible value. It’s a perfect position for a strong leader who thrives on building new opportunities and is unwavering in their commitment to elevating the business control team – and the entire organization – to the next level.”

**Bastiaan Haks,
CFO**

The ideal candidate is a strategic finance leader with proven experience in business control, FP&A, or financial leadership roles who thrives in a dynamic and evolving business environment. A background in strategy consulting – or at least the skills and toolkit of a strategy consultant – combined with finance or business control expertise is essential. Strong business acumen and the ability to elevate a team to the next level are equally important. This is a unique opportunity to make a significant impact on Landal’s financial performance and strategic growth by driving value creation and operational excellence across the organization.



Interested?

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

To express your interest, please contact Annelijn Nijhuis at annelijn.nijhuis@topofminds.com.



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