

Vacancy at Landal

# Head of Procurement



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## Requirements

- Over 12 years of experience
- With building and professionalizing a procurement function
- Experience with indirect procurement
- A structured approach to category management
- Strong leadership skills
- Self-starter

 **Amsterdam**

**For nature lovers, Landal offers the perfect escape. Following the merger of Roompot and Landal GreenParks, the brand provides getaways at more than three hundred destinations across thirteen countries. In this vibrant organization, the Head of Procurement drives the integration and professionalization of procurement processes, ensuring efficiency and strategic value creation across all categories.**

# About Landal

With over thirty thousand diverse accommodation options – 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.





# Head of Procurement

**Following the merger of Roompot and Landal GreenParks last year, the integration of the procurement department is a key priority. This is where the challenge begins for the Head of Procurement. Over the past year, the groundwork for a more integrated and efficient procurement strategy has been laid with the help of an external consulting firm. The Head of Procurement will take the lead in further professionalizing procurement and category management within Landal while fostering strong collaboration across teams and departments. Initially leading a small team, this role will quickly expand the function to around eight professionals, structured in a way that aligns with the Head of Procurement's vision.**

Taking a systematic and analytical approach, the Head of Procurement will gain clear insight into how the total spend of four hundred million euros is currently allocated. The largest share falls under categories such as retail, F&B, energy, cleaning, and maintenance. Synergies can be achieved across all these categories by sourcing more efficiently and sustainably and by negotiating better agreements with suppliers. By carefully assessing each category, identifying improvement areas based on data-driven insights, and translating them into concrete plans and innovative actions, the Head of Procurement will play a key role in optimizing procurement operations. One of the immediate priorities will be setting up a procure-to-pay process. This results-driven approach is not only the way forward in the private equity-driven environment in which Landal operates, but also reflects the Head of Procurement's personal working style.

## Navigating change

Beyond optimizing costs and processes, this role is also about navigating change. The Head of Procurement will ensure that both the Procurement team and the wider organization transition smoothly to new systems and a more structured way of working. This requires a keen understanding of organizational dynamics, strong stakeholder management skills, and a natural talent for building relationships. Under this leadership, the Procurement team will evolve into a well-coordinated, central and highly valued part of the business, increasingly seen as a strategic partner across the organization.

**“As Head of Procurement, you bring both analytical sharpness and commercial acumen, as well as the ability to connect people. This makes you perfectly equipped to develop and execute solid strategic plans for each cost category, while effectively guiding the team through developments and changes. This role calls for a true connector who thrives on building and expanding something meaningful.”**

**Bastiaan Haks,**  
CFO

For an experienced Head of Procurement, this is an exciting opportunity to join an organization where there is still ample room to build and professionalize. Reporting to the CFO, who strongly values autonomy, this role offers both the mandate and the freedom to shape the function. The ideal candidate will strike the right balance between commercial focus and stakeholder engagement, elevating procurement's role and impact within Landal and across the team.





# Interested?

Landal is working with Top of Minds to fill this vacancy.  
To express your interest, please contact Emma de Wit at  
[emma.dewit@topofminds.com](mailto:emma.dewit@topofminds.com).



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