

Vacancy at NutriLeads

Strategy & Growth Director



TOP OF MINDS
Executive Search



Requirements

- Over 10 years of experience
- In strategy consulting
- Hands-on
- Agile way of working
- Self-starting team player

 **Wageningen**

By combining plant-based innovation and scientific research, NutriLeads develops and supplies award-winning precision prebiotic fibers that are clinically proven to enhance our health. The VC-backed company is expanding rapidly. The Strategy & Growth Director joins to drive its commercial growth to the next level.

About NutriLeads

NutriLeads is a science-based company specializing in the development and supply of plant-based, precision prebiotic fibers that are clinically proven to support human health. Headquartered in Wageningen – known as the Food Valley for nutrition and health research – the company collaborates with dietary supplement, functional food, and beverage manufacturers to create innovative products that address modern consumer health needs.

At the core of NutriLeads' mission is the goal to transform the gut microbiome and immune health market with groundbreaking precision prebiotic fibers. NutriLeads' flagship innovation, Benicaros, is a precision prebiotic fiber derived from upcycled carrot pomace. Designed to stimulate the growth of beneficial gut bacteria, Benicaros supports gut health and strengthens the immune system. Since its introduction in 2021, Benicaros has received multiple industry awards, underscoring its innovative nature and efficacy.

The company prides itself on the quality and scientific rigor of its ingredients, which undergo extensive clinical and regulatory scrutiny. With a team of experts in food technology, microbiology, and nutrition – drawn from both academic and industry backgrounds – NutriLeads is committed to maintaining the highest standards. As the company continues to expand, it remains dedicated to advancing natural, science-backed solutions for healthier lives.





Strategy & Growth Director

With strong investor backing, increasing market demand, and a scientifically validated product, NutriLeads is growing rapidly. Both the company and its investors, including dsm-firmenich Venturing, SHIFT Invest, ICOS Capital, Oost-NL, Thuja Capital and Goeie Grutten have ambitious plans for the future. The Strategy & Growth Director brings the strategic and operational expertise needed to successfully initiate and implement growth projects.

The company has significant growth potential across multiple markets and sectors. One of the key priorities for the Strategy & Growth Director is exploring new, promising markets where NutriLeads can establish a presence, such as pet food. The role involves identifying opportunities, mapping out challenges, and, if viable, developing a strong commercial strategy and go-to-market plan. Additionally, the Strategy & Growth Director is closely involved in the upcoming launch of NutriLeads' first proprietary supplement, which will be sold through a leading Dutch marketplace. As an integral part of strategic discussions and ongoing and future projects, this role is deeply embedded in shaping the company's future. Reporting directly to CEO Joana Carneiro, the Strategy & Growth Director serves as a valuable sparring partner in positioning NutriLeads as an attractive and visible player in the market.

“A former consultant with project experience in food, pharma, or a similar ingredients industry can excel in this role. Success comes from deeply understanding our business and knowing what our customers need. With eagerness, curiosity, and sharp intelligence, you can master this industry and help shape the future of health and nutrition.”

**Joana Carneiro,
CEO**

The NutriLeads team is close-knit and highly driven to achieve impactful results and deliver real impact in the field of health and nutrition ingredients. The company may be small in size, but its ambitions – and that of the role of Strategy & Growth Director – are anything but. In this hands-on organization, they have the freedom and mandate to make a real difference. While the overall strategic direction is set, the board and the current MT will provide the Strategy & Growth Director with the autonomy to determine how objectives are achieved. This makes the position ideal for a driven professional who thrives in a high-performance environment, challenges the status quo, and is passionate about contributing to the success of an innovative and inspiring company.





Interested?

NutriLeads is working with Top of Minds to fill this vacancy.
To express your interest, please contact Roland Vetten at
roland.vetten@topofminds.com



TOP OF MINDS
Executive Search