

Vacancy at GrandVision

Head of Real Estate



TOP OF MINDS
Executive Search



Requirements

- Over 10 years of experience
- In retail real estate
- Proven track record as a strong leader
- Strategic and hands-on
- Knowledge of the Belgian and Dutch retail market
- Excellent interpersonal and stakeholder management skills
- Dutch fluency required
- Willing to travel regularly within Europe

 **Soesterberg**

GrandVision Benelux, part of EssilorLuxottica – the global leader in eyewear – runs an extensive network of 667 stores across the Netherlands and Belgium under strong banners like Pearle and GrandOptical. The Head of Real Estate drives the strategy for these brands, managing nearly seven hundred locations and shaping the future store landscape in both countries.

About GrandVision

GrandVision Benelux, part of the Italian eyewear group EssilorLuxottica, is the market leader in optical retail across the region. With a mission to bring ‘the magical experience of optimal vision’ to everyone, the company offers high-quality, affordable eye care through its well-known brands Pearle and GrandOptical. From its green campus in Soesterberg, over three hundred professionals support a network of 667 stores across the Benelux, working in disciplines such as Supply Chain, Marketing, Sales, IT, Finance, HR, and Category Management.

Following the merger with EssilorLuxottica in 2021, GrandVision restructured its brand portfolio. The former Eye Wish locations were transitioned first to Pearle Studio and later to GrandOptical, reinforcing a clear distinction between its value and premium offerings. While Pearle is a household name in the Netherlands – with a remarkable 96 percent brand recognition and nine-time winner of Best Optical Retailer – GrandOptical represents a more upscale positioning, with a curated range of designer labels and a focus on premium service.

The dual-brand strategy aligns with EssilorLuxottica’s sharpened vision for the future. Alongside its commercial success, GrandVision is proud to be recognized as a Top Employer 2025, reflecting its commitment to a pleasant working environment with an informal corporate culture where the health and well-being of employees is paramount.





Head of Real Estate

The Head of Real Estate carries end-to-end responsibility for the acquisition, sale, leasing and development of retail locations, as well as for the profitability of the store network. From renegotiating leases and scouting new prime locations to improving existing stores and managing property income and expenses, the real estate function spans strategy, operations and stakeholder management. Ensuring full coordination between local teams, regional leadership and the EssilorLuxottica headquarters in Milan is essential. This means that this position fosters a strong relationship with the global Head of Real Estate, and skillfully adapts group-wide frameworks to fit the local context. Leading a team of twelve FTEs across two countries, the Head of Real Estate provides strategic direction, organizational clarity, and drive.

Success in this role is defined by a clear, actionable strategy for the Netherlands and Belgium, tailored to the positioning of each of the three labels. In addition, the Head of Real Estate also oversees the real estate activities of other EssilorLuxottica brands – including nearly thirty Ray-Ban, Sunglass Hut, and Oakley stores across the Benelux – adding further depth and challenge to the role. A strong, forward-looking vision on (retail) real estate, combined with a strong network in the Dutch and Belgian retail real estate landscape, enables this professional to identify opportunities early, achieve significant cost optimizations, secure high-impact locations, and effectively anticipate market trends. The Head of Real Estate maintains a sharp eye for both immediate business impact and long-term brand positioning: every location decision must not only make sense today but also continue to strengthen the brand in the years to come.

“For the Head of Real Estate, solid knowledge of the Dutch and Belgian retail real estate landscape – combined with the agility to act quickly on emerging opportunities – forms the foundation for long-term value creation.”

**Jan-Derek Groenendaal,
CEO**

This highly visible role demands strong business acumen, excellent negotiation skills, and the ability to manage diverse stakeholders across a complex, matrixed organization. The ideal candidate has a proven track record in retail real estate – preferably in fashion, luxury or beauty – thrives in an international environment, and knows how to balance determination with diplomacy.





Interested?

GrandVision is working with Top of Minds to fill this vacancy.
To express your interest, please contact Vivian Linker at
vivian.linker@topofminds.com



TOP OF MINDS
Executive Search