

Vacancy at FYRON

Head of Brand Growth & Marketing

FYRON



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Requirements

- Over 10 years of experience in managing (international) teams in a fast-paced environment
- Proven track record in leading multi-brand strategies in consumer goods (offline and online), preferably in outdoor cooking, FMCG, or lifestyle
- International experience in mid-market or multinational companies
- Data-driven and experienced in digital marketing
- Strategic and analytical
- Strong focus on execution
- Entrepreneurial mindset
- Excellent communication skills in English (Dutch is a plus)

 **Haarlem**

Known for uniting strong brands in outdoor cooking, FYRON combines bold ideas with innovative design to shape the future of open-air dining. With a focus on innovation, quality, and international growth, the PE-owned company relies on the Head of Brand Growth & Marketing to turn strategy into execution, delivering growth across the multi-brand portfolio.

About FYRON

FYRON is a collective of distinctive outdoor cooking brands based in the Netherlands, with a growing European presence and footprint worldwide. The company specializes in high-performance, design-driven cooking solutions that blend modern innovation with the timeless tradition of fire. Including brands such as OFYR, The Bastard | BSTRD, Grill Guru, Grizzly Grills, and Inferno, FYRON is redefining what outdoor cooking means for the modern consumer.

At the heart of the company lies a clear ambition: to raise the standard for outdoor cooking. FYRON's vision is shaped by the needs of today's conscious consumers – those who value quality, sustainability, and meaningful experiences. By consistently delivering products that inspire connection and elevate outdoor moments, FYRON is setting a new benchmark for excellence in the category.

Part of Mentha

FYRON is committed to sustainable growth, both in terms of environmental responsibility and global expansion. Integrity and innovation go hand in hand, as the company builds lasting partnerships and scales practices that benefit communities and the planet. Since 2018, it has been part of Mentha, supporting its development and international growth.

Currently employing over ninety people, FYRON is evolving rapidly, with ongoing efforts to professionalize and streamline operations. By the end of 2025, the company's two offices and two warehouses will be consolidated into a single distribution centre in Amsterdam and a central headquarters in Haarlem. FYRON continues to grow in a fast-paced, entrepreneurial setting. The culture is defined by creativity, adaptability, and a drive to navigate a competitive market where processes are dynamic, and flexibility is key.





Head of Brand Growth & Marketing

The Head of Brand Growth & Marketing is responsible for driving brand expansion and business growth across FYRON's multi-brand portfolio. This role bridges strategic thinking and execution power – from developing strategies that meet both short- and long-term brand goals to launching concrete, high-impact campaigns that boost market visibility and sales. The Head of Brand Growth & Marketing will develop and execute international brand and growth strategies, expanding into new markets and increasing brand visibility. This includes collaborating with Product Development, Sales, and Operations to ensure alignment of initiatives and successful campaign execution. The core objective is clear: build stronger, more compelling brands that deliver commercial success, both in the home market and internationally. Success is measured in sharp growth across brand equity, consumer engagement, and market share, especially in key expansion territories like Germany, France, the UK, and the US.

The market is moving fast, and so is FYRON. With a solid strategy in place, the role focuses on executing this strategy through structured, data-driven actions, ensuring campaigns are optimized for ROI and aligned with broader company goals. The Head of Brand Growth & Marketing will lead this transformation, implementing scalable processes while maintaining momentum. A strong sense of urgency is essential to drive progress, set the tone for the team, and accelerate delivery, all while ensuring no compromise on quality.

With five brands under one roof and multiple customer segments – from the luxury outdoor segment to DIY – this role demands someone who can shift gears quickly

between audiences, formats, and countries. It also requires a sharp focus on brand orchestration: ensuring that each brand, with the most relevant products, reaches its target audience through the most effective channels, at the optimal time and price – resulting in a seamless customer experience across all touchpoints, both online and offline. Analyzing the market data and consumer insights will inform key decisions, driving targeted, innovative, and effective strategies for each brand and new growth opportunities.

The Head of Brand Growth & Marketing will lead two departments: Brand Management and Marketing Operations. The Brand Management team owns the business growth of each brand, including product and commercial development. The Marketing Operations team supports all brands and brings together specialists in creative direction, social media, communications, retail marketing and training, as well as influencer and field marketing. Together, they form a team of energetic and diverse professionals – expanding to 14 members by 2026, five of whom this role manages directly. The Head of Brand Growth & Marketing drives strategic objectives and KPIs, fostering a culture of ownership, performance, teamwork, and development. This includes leading and coaching the team, inspiring them to perform at their best, and adapting their management style to help each individual thrive.

This role is part of FYRON's Management Team – a hands-on leadership group that combines strategic direction with active day-to-day involvement. The marketing leader is expected to operate in the same way: close to the work, close to the team, and willing to step in where needed. As a member of the Management Team, the Head of Marketing contributes to the overall direction and decision-making of the company, beyond just the marketing domain. The position reports directly to the CEO, Elaine Enright.





“Each of our brands holds enormous potential. We are determined to unlock that potential, with the Head of Brand Growth & Marketing playing a pivotal role in shaping and driving this ambition. This role requires someone who can drive momentum, steer the team with a strong sense of urgency, and adapt processes on the go without losing focus.”

**Elaine Enright,
CEO**

Cultural sensitivity is key in this role. Whether defining the strategic positioning of a new product line, reviewing creative content for a newsletter, or shaping a bold cross-channel campaign, the Head of Brand Growth & Marketing will leverage their cultural awareness to create tailored, relevant content that resonates with diverse international audiences.

The ideal candidate combines sharp strategic instincts with strong execution power. A decision-maker who relies on data and is comfortable making quick, effective choices – eighty percent right is better than a hundred percent late. A structured, communicative team player who leads from the front, not from the sidelines. Confident, decisive, and tuned into the details without losing the big picture, this person knows how to bring clarity and direction without slowing things down. The ideal candidate must be comfortable navigating complex stakeholder environments and bring both short-term impact and long-term vision. In short: someone who can run the sprint and the marathon at the same time – while demonstrating a high level of emotional intelligence.



Interesse?

FYRON is working with Top of Minds to fill this vacancy.
To express your interest, please contact Janko Klaijsen at
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