

Vacancy at InShared

Director of Pricing & Analytics



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Requirements

- Over 15 years of experience
- In pricing and data analytics
- Within financial consumer products (preferably insurance)
- Advanced skills in pricing and actuarial strategy, real time pricing models, continuous model innovation embedded in tech platforms and the latest data science tools and frameworks (e.g. machine learning, AI)
- Commercial and business-savvy to be a strategic decision maker in the company
- Outstanding team builder, stakeholder manager and cross-functional collaborator

 **Leusden**

InShared is a fast-growing digital insurer reinventing how customers experience and engage with insurance through technology, transparency, and data. The Director of Pricing & Analytics will play a central role in scaling InShared's business across Europe, defining and executing the pricing and analytics strategy, expanding an international team, and driving innovation and growth.

Over InShared

InShared is a digital-first insurer on a mission to make insurance more fair, efficient, and customer-focused. Founded in the Netherlands and owned by Achmea Group, InShared combines the agility of a tech company with the expertise and stability of an established insurance company. The company's motto is: 'We All Benefit' and its model is simple: a fixed portion of premiums goes toward operations, the rest is used for claims, and leftover profit is returned to customers or donated to charity.

Since its launch in 2009, InShared has been challenging industry conventions with a lean, digital-only model that delivers fast claims, lower costs, and a user experience tailored to modern life. Operating independently under the umbrella of Achmea, InShared has full control over its strategy and execution, giving it the freedom to innovate like a scale-up, with the strength and support of a major insurer behind the scenes.

Headquartered in Leusden, the Netherlands, InShared is growing fast. Following a successful entry into Germany, the company is now expanding into new European markets, with Spain up next. The company's strategy is clear: build a scalable pan-European platform with cutting-edge pricing, advanced analytics, and a seamless customer journey.





Director of Pricing & Analytics

The Director of Pricing & Analytics plays a critical role in shaping InShared's future pricing strategy and analytical capabilities. This is a senior leadership position with direct influence over profitability, competitiveness, and long-term growth. Positioned at the intersection of data and decision-making, this role sits at the core of where the competitive battle for value, differentiation and disruption in insurance will be won in the years ahead. The Director helps drive innovation, steer product performance, and strengthen commercial strategy, fueling smarter, faster decisions across the business in a market on the brink of change.

Part of InShared's Management Team, the Director reports to the CFO and leads a high-performing team of actuarial experts, pricing analysts and data scientists. The team collaborates closely with marketing and works alongside product teams to ensure pricing aligns with customer value, risk, and commercial goals.

The Director leads both strategy and execution, translating insight into impact. In the short term, they will further refine the international pricing models with new data sources & factors, continuously sharpen niche customer segmentation, and define AI proof data strategy to embed advanced analytics into day-to-day decision-making across the company. Longer term, they will drive pricing and actuarial innovation, embedded in infrastructure, to support international growth and boost faster scalability. This role sets the standard for pricing excellence, aligning commercial goals with data-led strategy in a fast-moving market.

The ideal candidate is curious, innovative, hands-on, analytical and commercial. They take ownership and enjoy solving complex problems and turning insights into practical solutions. Down-to-earth and focused, they work well with others, ask thoughtful questions, and communicate in a way that brings teams together. The role is a great fit for a candidate experienced in insurance pricing, or someone with a background in consulting with deep pricing expertise, as well as CFOs with strong data and analytics experience.

“It’s an exciting time to join InShared as we scale and expand into international markets. This is a unique opportunity to shape both the finer details and the bigger picture. The Director’s expertise in pricing and commercial instincts will directly influence our strategy, create value and drive growth.”

Suzanna Koning,
CEO

InShared combines a data-led business model with a mission to make insurance more fair, efficient, and transparent. Based in Leusden, the Netherlands, the Director of Pricing & Analytics will join a compact, high-impact team working at the heart of the next transformation of the insurance industry. With direct exposure to executive leadership and a collaborative, entrepreneurial culture, this role offers a rare opportunity to shape the financial engine of a company redefining insurance for the next AI age. It’s a perfect fit for a strategic thinker with deep analytical capabilities who is ready to make a visible difference in a growing business.





Interested?

InShared is working with Top of Minds to fill this vacancy.
To express your interest, please contact Jessica Lim at
jessica.lim@topofminds.com.



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