

Vacancy at Artipoppe

General Manager



artipoppe



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Requirements

- Over 12 years of experience
- Proven track record in general management or commercial leadership roles
- Within (premium/luxury) consumer durables or FMCG
- Strong financial acumen with a focus on revenue optimization
- Strategic thinker with hands-on execution power
- Empathetic, people-focused leader with the ability to build, motivate, and align teams
- Fluent in English and Dutch

 **Amsterdam/Lexmond**

Amidst a world full of distractions and noise, Artipoppe helps mothers reconnect with themselves. Beyond being the world's premier luxury babywear brand, it represents a movement dedicated to liberation and empowerment. The General Manager fuels commercial growth, focusing especially on expanding retail presence, while preserving the brand's distinct identity and values.

About Artipoppe

Founded in the Netherlands in 2012 by Anna van den Bogert, Artipoppe offers much more than functional baby carriers: it's a brand that combines art, craftsmanship, and a deep understanding of motherhood. Since its acquisition by Bugaboo Group in 2022, the brand has broadened its global presence, achieving notable success across the United States and Europe.

What sets Artipoppe apart as a true luxury brand is its commitment to the finest quality and attention to detail: wraps and slings are crafted with care in its Dutch atelier, the fabrics are woven in Lithuania, and the carriers are assembled in Bugaboo's own B Corp certified factory. This dedication to craftsmanship and exclusivity is reflected in the premium positioning and price point of its products, which appeal to customers with an eye for exceptional quality and design.

The culture at Artipoppe is grounded in holding oneself and others to the highest standards. A continuous pursuit of excellence defines the daily work, all while acting in harmony with our planet. This commitment is reflected not only in the products but also in customer care, supplier partnerships, and team collaboration. The work environment is supportive and inspiring, fostering collaboration and enabling creativity and dedication to thrive. As part of Bugaboo Group, Artipoppe offers access to broader career opportunities within a fast-growing international organization.





General Manager

The General Manager holds full P&L responsibility, guiding the strategic direction of the business while streamlining day-to-day operations, with a strong focus on accelerating growth and process optimization. With a direct reporting line to Richard den Hollander, deputy CEO of Bugaboo Group, the General Manager takes an active leadership role across Artipoppe's core functions, working closely with the CMO, Head of Operations, and the Financial Controller. Leading the various teams – consisting of around forty people – involves more than managing; it means actively collaborating with departments such as operations, finance, and sourcing to drive professionalization and operational excellence. This leadership extends to shaping the international supply chain strategy in close cooperation with operations, while also contributing to streamlining IT systems for consistent workflows. In partnership with the financial controller, the role focuses on refining financial processes and reporting, ensuring transparency and discipline across the organization.

As the bridge between Artipoppe and Bugaboo Group, the General Manager leverages shared resources and integration opportunities while cultivating solid relationships with key partners. A hands-on approach and strong interpersonal skills are vital, as the role involves continuous change to drive business growth and enhance supporting processes.

“As General Manager, you will be both the strategic architect and the operational driver of a fast-growing, globally admired brand. This role is about shaping the next chapter of Artipoppe’s expansion across all areas of the business while making a direct impact on its ongoing success.”

**Adriaan Thierry,
CEO Bugaboo**

This position suits an experienced leader with a solid commercial and/or financial background within (premium/luxury) consumer durables or FMCG sectors, where operational agility and market understanding are essential. The ideal candidate combines strategic vision with approachable leadership, tailoring communication and support to empower diverse teams. The General Manager is expected to work from the Lexmond office at least three days per week, actively contributing to both the company culture and business performance.





Interesse?

Artipoppe is working with Top of Minds to fill this vacancy.
To express your interest, please contact Janko Klaeijssen at
Janko.Klaeijssen@topofminds.com.



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