

Vacancy at A&O Shearman

# Head of Business Development & Marketing

## A&O SHEARMAN



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## Requirements

- Over 10 years of experience
- In professional services marketing and business development at a senior level
- People manager with experience within a partner structure
- Strong client management focus
- Hands-on attitude
- Solid knowledge of the Dutch legal market and business landscape
- Team player

 **Amsterdam**

**A&O Shearman stands among the world's top law firms, ranked third globally for integrated revenues. The Head of Business Development & Marketing will lead business development and marketing efforts in Amsterdam, shaping and executing an integrated strategy that enhances the office's brand, strengthens its market position, and drives meaningful client engagement.**



# About A&O Shearman

**A&O Shearman is a globally leading law firm with nearly fifty offices across 28 countries. Its expertise in English law, US law, and the laws of the world's most dynamic markets provides clients with unmatched insight and seamless execution on matters that shape the future. The firm invests in professional development and inclusion, creating an environment where high standards and collaboration go hand in hand.**

The firm places a strong emphasis on fostering an inclusive and diverse environment, where individuality is valued and a variety of perspectives drive innovation and collective success. A&O Shearman's commitment to diversity and inclusion is reflected both in its internal culture and in its approach to client service, creating opportunities for all team members to contribute, grow, and lead with authenticity.

## **Amsterdam office**

A&O Shearman's office in Amsterdam, home to some 360 professionals, is one of the firm's leading offices in Continental Europe. The culture blends international excellence and collaboration with a personal and energetic atmosphere. Since the merger in May 2024, the firm has been leveraging its global scale and integrated capabilities to deepen sector focus, increase client impact, and strengthen its market position.

The Amsterdam's Business Development & Marketing team works closely with the global network to translate legal expertise into tangible client value through strategic market positioning, consistent communications, and purposeful client engagement. In this critical moment of development, the Head of Business Development & Marketing will drive strategic initiatives and shape the firm's impact.







# Head of Business Development & Marketing

**The Head of Business Development & Marketing in Amsterdam carries the overall responsibility for shaping and executing a strategy that strengthens both the market position and brand of A&O Shearman's Amsterdam office. Acting as a trusted advisor to the partnership, the Head of Business Development & Marketing brings insight, structure, and commercial expertise that help define and achieve the firm's commercial business objectives in the Netherlands. By keeping a sharp eye on market trends and client needs, this role inspires partners to seize opportunities that drive growth and enhance client impact.**

Strategically, the Head of Business Development & Marketing is closely involved in the office's decision-making. Weekly meetings with the management team and regular participation in partner sessions provide the platform to bring informed advice to the table. By proactively translating market intelligence and global developments into actionable insights, this professional helps partners sharpen their commercial approach, seize opportunities, and deepen client relationships. They work hands-on with both partners and the BD&M team to turn strategy into concrete plans and ensure initiatives are effectively executed across the office. Key areas of focus include ESG, where the Netherlands plays a pioneering role within the network, AI and technology, including strategic themes around chips and ASML, and Defense, where the role helps expand international collaboration with offices in Germany, Poland, France, and Belgium.

Operationally, the role involves managing the BD&M budget and ensuring that all marketing, business development, and communication activities are delivered efficiently and cost-effectively. Part of the local leadership team,

the Head of Business Development & Marketing collaborates with peers in HR, Finance, Risk, Business Services, and CSR, contributing to the overall management of the Amsterdam office. The role also works closely with the Head of Business Development & Marketing of Continental Europe and other BD&M teams across the A&O Shearman network. As an active member of A&O Shearman's Global Business Development community, this person strengthens international collaboration, aligning Amsterdam's initiatives with the firm's integrated strategy and leveraging the global platform to deliver consistent, high-quality outcomes.

### **Collaboration with partners**

Building strong, effective relationships with the more than thirty partners in the Amsterdam office is crucial to success in this role. In close alignment with them, the Head of Business Development & Marketing develops and implements the local business development plan, advances sector-focused client programs and identifies opportunities that support the firm's strategic ambitions. A mix of vision, confidence, and influencing skills enables the Head of Business Development & Marketing to secure buy-in from partners and inspire action, with trust being earned through consistent delivery and tangible results.

Moreover, the role maintains a strong client-facing focus. Regular interaction with clients – both through structured relationship management and informal engagement at firm events – strengthens connections and sharpens market positioning. This interaction also helps identify new opportunities and informs improvements to the firm's business development and marketing activities.

This is not a role to tackle alone. A team of eleven experienced professionals – including business developers, a CRM specialist, communications professionals, and events specialists.– provides the expertise and execution power needed to deliver. Colleagues working from the Service Centre in Belfast also provide high-quality operational and analytical support, including CRM management, pitch coordination,







event logistics, and reporting. As their energetic leader, the Head of Business Development & Marketing fosters a culture of collaboration, motivation, and accountability, provides clear direction, challenges the team when needed, and brings in the expertise required to strengthen impact. By developing the team and refining ways of working, they ensure that the BD&M team evolves into a high-performing, cohesive, and strategically minded unit that collaborates closely with partners to shape and execute initiatives.

**“This is a pivotal moment for the Amsterdam office. In this role, you have the chance to redefine and shape business development, bringing deep expertise to the function and creating real impact. With your leadership and drive, the office will continue to seize opportunities and strengthen its position as one of the leading law firms in the market.”**

**Sigrid Jansen,  
Managing Partner**

The position requires a hands-on leader: someone who brings clarity and energy, who connects and challenges, and who inspires confidence while actively driving initiatives forward. Knowledge of Dutch is desirable but not essential. The role offers a perfect opportunity for a strong, empathetic leader to articulate a vision, set expectations, and drive progress for the team, the partnership, and the broader business.



## Interested?

A&O Shearman is working with Top of Minds to fill this vacancy. To express your interest, please contact Remco Vlemmix at [remco.vlemmix@topofminds.com](mailto:remco.vlemmix@topofminds.com) or Roland Vetten at [roland.vetten@topofminds.com](mailto:roland.vetten@topofminds.com).



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