

Vacancy at Budget Thuis

Head of Product



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Requirements

- Over 7 years of experience
- In product management, with a track record of guiding teams and shaping product strategy
- Deep care for customer needs, translating insights into roadmaps that create meaningful value
- Ability to connect company vision and OKRs to clear, achievable product outcomes
- Data-driven mindset, using analytics and experimentation to guide priorities and design
- Naturally collaborative, fostering alignment and trust across engineering, design, operations, and business stakeholders
- Experienced in transforming organizations toward a product-led way of working with a focus on teamwork and continuous improvement

 **Amsterdam**



As a driving force for change in the Dutch energy and telecom market, Budget Thuis is committed to keeping services affordable while doubling its customer base. While the company shifts from a project-driven to a product-led model, the new Head of Product takes the lead in shaping and executing the vision and strategy for a successful transformation.

About Budget Thuis

Budget Thuis delivers essential home services that consumers rely on but prefer not to worry about. Gas, electricity, internet, and TV simply need to be available, functioning seamlessly, and offered at the most competitive prices. As the only provider in the Netherlands to bundle all telecom and energy services, Budget Thuis stands out. The convenience and savings this delivers have fueled its success and rapid growth. From its headquarters in the heart of Amsterdam, nearly 450 employees work in an informal yet driven culture, combining a practical approach with a shared commitment to results. Together, they provide top-quality service while fostering continuous improvement – building on the company's strong momentum every day.

Commercially and operationally, Budget Thuis has been highly successful. But after several years of rapid growth and acquisitions, the organization and its systems have grown more complex. To prepare for the next phase of growth, Budget Thuis has begun a transition from a project-driven organization to a product-led model. Multidisciplinary teams will take end-to-end responsibility for processes and the customer experience, with progress defined and tracked through OKRs. This transformation is already underway, with strong support from the executive board and CTO. What's needed now are inspiring leaders – people who can shape, champion, and accelerate this change.





Head of Product

At this important stage in its development, Budget Thuis is attracting a Head of Product who can define a company-wide product vision and guide the strategic direction – creating the conditions for teams to thrive and for the organization to reach its ambitions together. This calls for a leader who can nurture a product culture focused on customer insights, discovery, and tangible results, at a time when the organization is evolving quickly and targeting scalable growth. Drawing on a deep understanding of customer needs and business priorities, the Head of Product proactively contributes to shaping strategic decisions at the management level.

By developing and executing an inspiring product strategy, the Head of Product brings vision and delivery together. As part of the Product & Tech management team, they translate strategic goals into actionable plans while representing product interests across the company. Central to this is fostering a problem-solving mindset that elevates IT from a support function to a proactive driver of business value. Equally important is the development of clear delivery standards that provide structure, consistency, and transparency across teams. Establishing a discovery- and outcome-driven culture enables the product function to consistently deliver value, which requires close alignment with business, operations, and technology teams – leveraging objectives and key results as a shared framework.

Collaborative culture

The Head of Product leads Product Managers across eight domains, including Acquisition & Retention, Energy, Mobile, Internet & Television, Invoicing & Planning, Customer Service, Core Shared Services, and Platform & Infrastructure. This role combines hands-on team development with shaping the structures they operate within, reinforcing a collaborative culture where colleagues work closely together to

strengthen the organization and foster continuous improvement. Operating in close partnership with the incoming Head of Engineering, and jointly reporting to the CTO, the Head of Product helps form a unified leadership duo that seamlessly connects product and engineering. Cooperation with peers in design, architecture, business, and operations further strengthens this alignment.

“We need an inspiring Head of Product with experience in a fast-paced, results-oriented environment. Above all, it’s about the mindset you bring – a can-do attitude, strong problem-solving skills, and the ability to coach and motivate others. With that, you will elevate not just the product function but the entire organization to the next stage of our transformation.”

Noureddine Abdelaziz,
CTO

In this role, effective leadership blends long-term vision with hands-on execution. The Head of Product engages stakeholders at every level through clear, persuasive communication and compelling storytelling. By fostering a coaching and empowering leadership style, this role helps teams grow and deliver meaningful results together. With experience in building and scaling product organizations during periods of transformation, this energetic leader brings curiosity and inspires teams to embrace new ways of working within Budget Thuis’s entrepreneurial culture.





Interested?

Budget Thuis is working with Top of Minds to fill this vacancy.
To express your interest, please contact Jessica Lim at
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