

Vacancy at Client Confidential

Country Marketing Director – Netherlands

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Requirements

- Over 10 years of experience
- Substantial expertise in marketing, performance marketing and brand strategy leadership
- And driving customer acquisition and growth
- Within a multinational environment
- Experience developing and leading marketing teams
- Data-driven and analytical with a commercial mindset
- Confident team leader and stakeholder manager

 **Amsterdam**

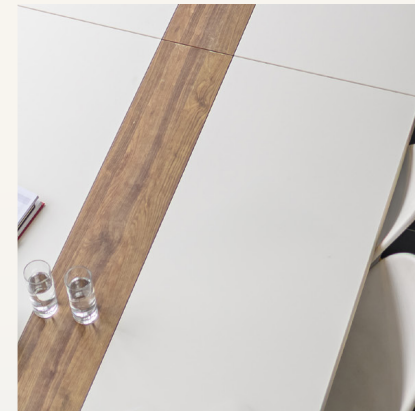
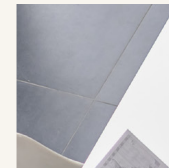
This fast-growing international leader in consumer services serves millions of customers across Europe and beyond. Reporting to the Country Managing Director and core member of the Management Team, the new Marketing Director will shape and execute the strategy in the Netherlands, drive growth, elevate brand leadership, and build a high-performing team in a rapidly expanding market.

About the company

Founded several decades ago in Northern and Southern Europe, this company has grown into one of the most prominent players in a consumer services category with exceptionally low penetration and significant room for expansion. Known for its focus on innovation, quality, and customer trust, the company's business model spans the entire value chain – from product development and sales to service delivery and ongoing customer support – ensuring a seamless experience at every stage.

The organization employs tens of thousands of professionals worldwide, the majority of whom engage with customers daily. This close connection fosters a culture of agility, accountability, and continuous improvement, driven by innovation and a relentless focus on operational excellence. A consistent track record of double-digit growth reflects the company's entrepreneurial mindset and adaptability.

Backed by leading private equity investors, the company is focused on sustaining its strong growth trajectory and delivering long-term value creation. Combining the energy of a scale-up with the resources of a global leader, it continues to diversify its services and expand into new markets.





Country Marketing Director - Netherlands

The new Marketing Director will shape the company's strategy and execution in the Netherlands, driving growth, strengthening brand leadership, and developing a high-performing team in one of the organization's most dynamic regions with vast untapped potential. This high-impact role reports directly to the Managing Director and is a key member of the Dutch Management Team.

In recent years, the company has gained strong momentum in the Netherlands, significantly expanding its market share and generating strong revenue growth. Yet the market remains underpenetrated, presenting significant opportunities for long-term growth. The organization's goal is to double the commercial activity and triple its financial scale in the coming years, further solidifying its leadership position in the sector. The Marketing Director will play a central role in driving this next phase of growth.

Based in Amsterdam, the Marketing Director will lead a team of over forty professionals across branding, lead generation, communications, and a marketing contact center. Working closely with senior leadership, local stakeholders, and group-level marketing functions, the Marketing Director will define and execute a strategic marketing plan that drives growth, strengthens the brand, and enhances market leadership.

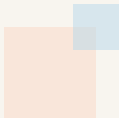
Leading strategy, execution, and market insight

The Marketing Director will oversee the full spectrum of marketing activities from lead generation and brand development to customer engagement and marketing operations. Key priorities will include increasing lead generation through both push and pull channels, refining the lead assignment model, and embedding a data-driven, KPI-focused culture within the marketing function. The role will also lead the development and execution of integrated campaigns, digital engagement strategies, and PR efforts to drive brand awareness and preference. In addition, the Marketing Director will own market analysis and competitive intelligence, ensuring the company maintains a strong understanding of evolving customer needs and market dynamics.

The ideal candidate is a high-caliber, business-minded leader with strong strategic and operational skills. Entrepreneurial, data-savvy, and results-oriented, this person combines vision with hands-on execution and a clear focus on measurable impact. Leading with clarity, purpose, and a collaborative spirit, they motivate others through inspiration, accountability, and shared ambition.

This is a high-impact, high-visibility position that reports directly to the Managing Director and serves as a core member of the local Management Team. The company offers a fast-paced, entrepreneurial environment within a diverse and international team driven by ambition and teamwork. The role is ideal for an experienced marketing professional with a proven track record in performance marketing, brand building, and team leadership, and may serve as a pathway toward a future Managing Director position.





Interested?

The company is working with Top of Minds to fill this vacancy.
To express your interest, please contact Marlies Hoogvliet at
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