

Vacancy at EQOM Group

Head of E-commerce

EQOM

GROUP



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Requirements

- Over 10 years of experience
- In mid-size/large e-commerce companies
- Experience managing large teams
- Experience as a business partner for product & tech
- Analytical and structured
- Commercial
- Outstanding stakeholder management skills

📍 Hilversum

EQOM's ambition is clear: to define the category and lead the sexual wellness market. With Waterland as a strategic investment partner, the organization is well-positioned to make that ambition a reality. The Head of E-commerce will shape the customer experience, drive operational excellence, and maintain EQOM's position as a digital leader in the sexual wellness space.

About EQOM Group

In 2021, EQOM Group was formed through the merger of wholesale distributor Eropartner and EDC Retail, the European market leader best known for EasyToys. When private equity firm Waterland brought the two organizations together, the business entered a new phase of accelerated growth driven by a focused international buy-and-build strategy. Since then, EQOM has emerged as a frontrunner shaping the future of the fast-evolving sexual wellness market. The recent opening of a satellite office in Hilversum marks another significant step in the company's ongoing professionalization journey.

With offices in Hilversum, Veendam (Groningen), London, Paris, Berlin, and Norway, EQOM serves consumers in over sixty countries. Its portfolio includes brands such as EasyToys, Christine le Duc, Amorelie, Beate Uhse, Kondomeriet, and Adam & Eve. EQOM reaches consumers through a mix of owned e-commerce platforms, marketplaces, retail partners, and B2B distribution channels. While e-commerce remains the core sales driver, the company's products are now also available in major high-street retailers such as Kruidvat, Etos, and Hema. Looking ahead, EQOM sees further opportunities to expand consumer access across new touchpoints, from convenience stores and city outlets to on-the-go retail channels and festivals.

After rapid expansion during the COVID years, growth slowed in line with the online retail market. This prompted a shift in focus from scale to profitability, efficiency, and organizational maturity. Since 2024, the emphasis has been on establishing more integrated ways of working across regions and building a shared service operating model. Clear ownership and data-driven performance management now form the backbone of operations. EQOM has moved from separate business units to a scalable, integrated organization with aligned direction and execution.





Head of E-commerce

The Head of E-commerce leads a shared service team across France, Germany, and the Benelux, with Norway joining in the near future. In this critical growth phase, the role defines the e-commerce roadmap and ensures consistent execution across 9 international webshops, driving ongoing improvements in conversion, customer experience, and overall online performance.

The role oversees three core teams: Shop Management, Campaigning, and UX/CRO, consisting of 15 people in total. The Head of E-commerce ensures each unit delivers measurable impact and maintains overall ownership of the e-commerce vision and proposition for each label and market, coordinating with other teams to align execution with the broader strategy. Shop Management drives on-site conversion by enhancing guiding tools, product presentation, and overall navigation. Campaigning ensures promotions are coordinated across brands and aligned with customer behavior. Meanwhile, the UX/CRO team continuously tests and refines user experiences to maximize conversion. The Head of E-commerce ensures these teams are aligned with each other as well as with tech and product, while prioritizing initiatives that drive the greatest impact.

A key priority is transitioning the organization from ad hoc execution to a structured, data-driven approach that provides the insights needed to guide the e-commerce roadmap. The Head of E-commerce and team continuously track on-site commercial performance and make ongoing adjustments to the webshops to achieve maximum results, in accordance with the local commercial teams. Methodologies for conversion optimization and merchandising are implemented, and progress is tracked through dashboards to ensure decisions are grounded in data. Close collaboration with commercial leads in the different markets keeps plans and execution aligned with overall business goals.

Replatforming

A major focus in the coming period is the replatforming of all brands onto a shared front-end and supporting systems, following the earlier harmonization of EQOM's ERP landscape. The Head of E-commerce plays a key role in defining functional requirements, aligning with tech on priorities, and guiding teams through adoption. While deep technical skills are not required, affinity with digital product development (for example through product owner experience) is highly valuable.

“As part of the B2C management team, you drive digital growth by building a scalable operation that spans multiple countries. The role provides significant influence over the e-commerce proposition of EQOM Group, including conversion optimization, while key commercial decisions are made in close collaboration with the local markets. Proactive proposals and initiatives are expected to shape growth and performance.”

▪ **Anneke Kamphuis, CEO**

Becoming part of EQOM means joining a group that is transforming the sexual wellness industry across Europe. The ideal candidate pairs analytical insight with hands-on execution and brings experience in product management and operational leadership within e-commerce, with a deep understanding of how customers navigate online stores. This energetic leader thrives in a fast-paced environment, bringing structure and focus to teams amidst constant change. They manage stakeholders effectively, know when to stand firm, and align the needs of local





Interested?

EQOM Group is working with Top of Minds to fill this vacancy.

To express your interest, please contact Marc Mohr at marc.mohr@topofminds.com



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