

Vacancy at Epassi

# Head of People & Culture – Netherlands



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A photograph of two women in a gym setting, laughing and talking. The woman on the left is wearing a teal tank top and maroon leggings, while the woman on the right is wearing a grey tank top and blue leggings, holding a red water bottle. The background shows gym equipment and a bright, airy space.

## Requirements

- Over 8 years of experience
- Managerial experience in a multinational or multi-site environment
- Solid understanding of local labor laws and HR best practices
- Experience with M&A integration and organizational change
- Familiarity with work councils or employee representative bodies
- Strategic thinker with practical execution skills
- Fluent in Dutch and English

 **Amsterdam**

**Epassi, Europe's leading provider of employee benefits technology, bridges the gap between employers, employees, and wellbeing. Its digital platform empowers people to access a broad range of everyday benefits – from health and fitness to culture and mobility – encouraging a balanced lifestyle. The Head of People & Culture translates Epassi's global mission into local initiatives, guiding teams through change and growth.**



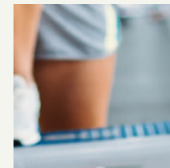
# About Epassi

**In 2007, two Finnish entrepreneurs set out with a clear mission: to improve wellbeing in the workplace. In less than two decades, Epassi has evolved into one of Europe's most dynamic fintech companies, operating across the Nordics, Germany, the Netherlands, Italy, the UK, Ireland, Spain, Portugal, and France. Its mobile-first platform brings together employee benefits in a single, intuitive app, creating a seamless digital marketplace. Today, the group serves over fifty thousand employers and more than thirty million employees, connecting them to a network of one hundred thousand partner merchants, offering access to sports, wellness, and lifestyle services.**

Recognized by the Financial Times as one of Europe's fastest-growing companies for four consecutive years, Epassi ranks among the continent's top long-term growth champions. Over the past years, the group has completed several acquisitions and continues to scale internationally. With a team of more than a thousand employees, known as "Epassians," the company brings together over 38 nationalities united by a genuine drive to make a difference in people's lives. Guided by values around caring, growth, purpose, and customer success, they champion wellbeing not only for their clients' employees but within their own organization as well.

## **Bedrijfsfitness Nederland**

In the Netherlands, Epassi operates through Bedrijfsfitness Nederland (BFNL), which joined the group in 2023. What began as a small company in Friesland with fewer than thirty employees has since evolved into a dynamic organization of nearly one hundred people, with offices in Heerenveen and Amsterdam. Over the coming years, Epassi aims to further expand its presence in the Netherlands – and potentially Belgium – through organic growth and strategic acquisitions.





# Head of People & Culture – Netherlands

**In the Netherlands, Epassi is entering its next chapter of growth. During this exciting phase, the Head of People & Culture sets the agenda for local People & Culture initiatives, ensuring global strategies are effectively translated into practical, compliant initiatives that fit the Dutch context.**

The accelerated growth also brings new challenges and possibilities. As the company introduces new processes, structures, and ways of working, employees will be asked to adapt. In this context, the Head of People & Culture guides the transformation, providing clarity, consistency, and effective change leadership. In parallel, headcount will increase, with Amsterdam becoming an increasingly important hiring hub for commercial and strategic roles. This development heightens the integration challenge: the aim is to build one unified team and culture. \

The role covers all aspects of the employee lifecycle, from engagement and performance to rewards, development, and compliance. With a clear understanding of how people strategy drives business outcomes, this person translates ambition into effective local actions. In addition, the position leads structural and organizational changes associated with M&A, enabling smooth expansion while maintaining cross-team alignment. By attracting the right talent, strengthening the existing team, and building new capabilities, the Head of People & Culture ensures the organization is equipped to scale effectively. Working closely with the Management Team, this person's ability to inspire others through change and sustain motivation will be a key success factor.



### Working with teams and leadership

Achieving goals and maintaining alignment relies on outstanding collaboration. The Head of People & Culture works closely with the Country CEO and the global People & Culture team of thirty fte. The position is supported by a locally based HR Business Partner and the global People & Culture center of expertise teams. Together, they build a consistent and positive employee experience, reflected in a steady rise in NPS. Partnership with the works council adds another dimension to the role.

“ As Head of People & Culture, you bring experience in change management, transformation, and scaling organizations. You balance strategic vision with a practical, hands-on approach as we continue to grow at pace. Above all, you bring the energy and positivity that inspires people, uniting teams and guiding them toward our shared goal of growth in the Netherlands and beyond.”

▪ **Antonio Barradas, CEO Bedrijfsfitness Nederland**

This position suits an HR generalist who blends strategic thinking with operational pragmatism and thrives in a fast-moving, international environment. In this organization, leadership is not about hierarchy but about energy and positive communication. It's about earning trust and keeping teams connected to a shared sense of progress and collective goals. Some flexibility is required, as the Head of People & Culture spends time in both the Heerenveen and Amsterdam offices throughout the month.





## Interested?

Epassi is working with Top of Minds to fill this vacancy.  
To express your interest, please contact Emma de Wit at  
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