

Vacancy at OMMAX

Digital Strategy Director

OMMAX



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- Over 7 years of experience
- In strategy consulting
- Experience with digital strategy, digital marketing, or transaction advisory
- Proven analytical skills
- Demonstrated ability to lead project teams
- Outstanding stakeholder management skills
- Strong experience in developing strategic recommendations and communicating them in reports and presentations
- Track record of supervising and developing team members, including recruitment of high-potential talent
- Comfortable operating in an international, high-performance environment

 **Amsterdam**

Leading Pan-European digital strategy consultancy OMMAX is expanding its Benelux practice, turning commercial insight and digital innovation into measurable business impact. The Digital Strategy Director will shape OMMAX's digital strategy practice in one of Europe's most innovative regions, working alongside top-tier clients and Harry Seip (former McKinsey Partner) to transform digital ambition into results, while building and growing the Amsterdam team.

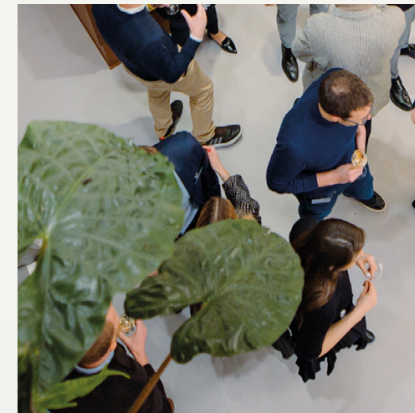
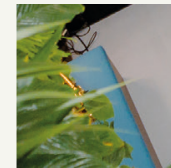
About OMMAX

OMMAX is a Munich-based digital consultancy founded in 2011 that accelerates digital, technology, data, and AI transformations for clients across private equity, mid-market firms, and large corporations. With more than three hundred in-house experts and a track record of over two thousand international projects in more than fifty countries, the firm acts as both architect and executor of digital value creation.

In an era defined by rapid disruption, technological innovation, and shifting consumer behavior, OMMAX's work has never been more relevant. The company provides end-to-end services, structured around four complementary areas: Transaction Advisory, Digital Strategy Consulting, Implementation, and Tech. Through Transaction Advisory, the firm partners with private equity investors across small- to large-cap segments, delivering digital, commercial, data, and tech due diligence as well as value-creation initiatives throughout the investment lifecycle. Digital Strategy Consulting supports leading brands such as Siemens, Dunlop, and MG Motors with growth strategies, go-to-market execution, and performance improvement. Expert teams within Implementation ensure strategies translate into measurable outcomes through advanced analytics, web development, and design execution. Finally, the Tech Competence Center drives innovation in IT architecture, platform development, and AI applications, building digital ecosystems that deliver lasting impact.

Expansion into the Benelux

Recently, OMMAX opened a new Benelux office in Amsterdam, led by former McKinsey & Company Partner Harry Seip. Expanding into the Benelux marks a natural next step in the organization's European growth journey. The region is one of Europe's most advanced and digitally mature markets, home to a strong concentration of international companies, fast-growing scale-ups, and active private equity investors. With its innovative economy and openness to AI and digital transformation, the Benelux serves as an ideal hub for





Digital Strategy Director

The Digital Strategy Director is part of OMMAX's rapid expansion in the Benelux region. Based in the newly established Amsterdam hub, the role will grow the team to 25–50 employees over the next three years. The Digital Strategy Director drives the design and delivery of digital strategy projects across multiple industries. The focus is on helping clients turn digital and data-driven insights into measurable business outcomes. Projects typically start with digital readiness assessments or market analyses and evolve into actionable growth and performance roadmaps. Initiatives cover both B2B and B2C contexts, including go-to-market strategies, commercial optimization, and broader digital transformation. The goal is to increase revenue, enhance efficiency, and improve customer experience by linking strategy with execution.

Projects and clients span diverse sectors, from consumer goods to healthcare, travel, and technology. This variety offers exposure to different business models and digital landscapes, providing a strong foundation for professional growth. Success in the role depends on combining strategic vision with hands-on operational involvement, balancing competing priorities, and translating insights into measurable impact.

The role involves leading project teams of up to twenty people, coordinating with internal and external stakeholders, and delivering insights through workshops, client sessions, and reports. Research into emerging digital topics and the creation of clear, visually engaging client narratives – from in-depth reports to presentation decks – are also integral to the work. It also encompasses organizing research, analysis, and solution design to turn strategic objectives into operational results. Mentoring and developing team members is a core part of the role, alongside supporting recruitment to further strengthen the practice.

Close collaboration with a former McKinsey & Company Partner offers exposure to senior-level strategic thinking while providing space to lead projects and expand the local team.

“ *This position combines strategic thinking with practical digital delivery, guiding clients from initial assessment through implementation of solutions that drive commercial performance. Joining OMMAX now means becoming part of a practice in full expansion, helping set up the Dutch team, influence our strategy, and drive high-impact projects from day one.*”

▪ **Harry Seip, Head of Benelux**

This exciting role provides the opportunity for a driven strategy consultant to shape the Dutch practice during a period of significant growth, encompassing client relationship development, scaling project delivery, and fostering a high-performing team culture. Operating within a structured yet entrepreneurial environment offers autonomy, creativity, and influence across strategic initiatives. Strategic depth, operational involvement, and leadership come together to influence client outcomes and strengthen a fast-growing international practice. This role is particularly attractive for consultants eager to deepen their expertise in Digital, Tech, and AI: areas that will shape the future of business.





Interested?

OMMAX is working with Top of Minds to fill this vacancy.
To express your interest, please contact Catherine Visch at
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