

Vacancy at EQOM Group

Head of Performance Marketing

EQOM
GROUP



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Requirements

- Over 12 years of experience
- Broad experience across all performance marketing channels, with strong SEA expertise
- Proven leadership in multi-market or shared-service marketing teams
- Experience working with cross-functional stakeholders
- Outstanding analytical skills
- Strong affinity with AI and automation
- Hands-on approach

 Hilversum



EQOM aims to lead and define the sexual wellness market as a portfolio company of Waterland. The Head of Performance Marketing will shape how EQOM drives marketing performance across multiple brands and countries, ensuring campaigns are both effective and scalable.

About EQOM Group

The EQOM Group was formed in 2021 through the merger of Eropartner, a wholesale distributor, and EDC Retail, the European market leader behind EasyToys. This merger, driven by Waterland's private equity investment, marked the start of an ambitious international buy-and-build strategy and set the stage for accelerated growth. Since then, the company has become a leading force in the rapidly changing sexual wellness landscape, with the recent opening of a Hilversum satellite office highlighting its continued drive toward professionalization.

Operating from offices in Hilversum, Veendam (Groningen), London, Paris, Berlin, and Norway, EQOM serves consumers in more than sixty countries. Its portfolio spans brands such as EasyToys, Christine le Duc, Amorelie, Beate Uhse, Kondomeriet, and Adam & Eve, reaching customers through a combination of owned e-commerce platforms, marketplaces, retail partners, and B2B distribution channels. While online sales remain the backbone of the business, products are increasingly visible in Dutch high-street stores including Kruidvat, Etos, and Hema. EQOM continues to explore new opportunities to connect with consumers, from convenience stores and city outlets to festival venues and on-the-go retail channels.

After a period of rapid expansion during the COVID years, growth has naturally aligned with trends in the online retail market, prompting a shift in focus toward profitability, efficiency, and organizational maturity. Since 2024, efforts have concentrated on creating integrated ways of working across regions and establishing a shared service operating model. Clear accountability and data-driven performance management now underpin operations, as the company has evolved from separate business units into a scalable, fully integrated organization with aligned goals and execution.





Head of Performance Marketing

EQOM's Performance Marketing team operates as a shared service across Benelux, Germany, France, and Norway. Each country has its own lead, while channel specialists focus on SEA, SEO, affiliate, and display. The new Head of Performance Marketing ensures the team works seamlessly as one. This role connects disciplines, maintains focus, and keeps campaigns moving smoothly from planning through to execution. Within this dynamic organization, the position serves as a central point of ownership, overseeing the full scope of performance marketing and strengthening integration across channels.

The word "dynamic" has a double meaning in this context. Alongside the speed at which EQOM continues to grow, the marketing environment itself is unusually complex. Strict Google SafeSearch rules make SEA far more challenging than at most other companies. Success depends on creativity, adaptability, and strong strategic judgment. AI and automation play a central role in how the team operates. They are used to optimize workflows, scale campaigns across multiple brands, and maintain consistent results despite ongoing constraints. This makes the role especially interesting for someone who thrives on solving complex problems and turning challenges into opportunities.

The focus is on making every euro count. Success comes from building scalable processes and using technology intelligently. Close collaboration with country leads, brand teams, data specialists, and business control ensures strategy and performance stay aligned. Introducing margin-focused metrics such as POAS shifts the focus from revenue alone to sustainable growth, giving the Head of Performance Marketing real influence on business performance. At its core, the role calls for someone who continuously brings new ideas to improve performance, revenue, efficiency, and effectiveness, while understanding what different countries and brands truly need.

The team consists of sixteen people, mostly based in Veendam, with some members in Germany. The team is truly international and spread across multiple offices, so the role requires a leader who can maintain oversight, connect with team members, and keep priorities clear across borders. The objective is to create a clear and integrated performance marketing structure with efficient execution and defined ownership.

“Our performance marketing team faces the most interesting challenges. If you enjoy turning constraints into opportunities and figuring out how to make campaigns work where others can’t, this is the role for you.”

▪ **Anneke Kamphuis, CEO**

The right candidate brings deep experience across the full spectrum of performance marketing channels and understands how to create meaningful impact with a relatively lean team. Strong analytical skills are combined with a hands-on mindset, enabling complex challenges to be translated into clear, actionable solutions.

Technical expertise is essential, as is a strong affinity with AI and automation – not as goals in themselves but as tools to make the ways of working more effective and scalable.

This role offers the chance to lead a skilled, ambitious team, streamline processes, and directly shape the future of EQOM’s performance marketing in a way that no other company currently does. Few roles offer this level of scope and responsibility, where strategy, execution, and innovation come together so visibly and with such tangible impact.





Interested?

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