

Vacancy at Stanley 1913

Senior Manager E-commerce



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A woman with dark curly hair stands in front of a bright blue door, wearing a light pink long-sleeved shirt with "GAME DAY" printed on it and dark blue jeans. She is holding a pink water bottle. A man is sitting on the ground in front of the door, wearing a white and black Adidas tracksuit. The background shows a city street with buildings and a car.

Requirements

- Over 8 years of experience in e-commerce
- Of which over 3 years in senior roles with ownership of strategy, P&L, and multi-market expansion
- Proven success scaling international D2C businesses
- Strong experience in go-to-market strategy, product launches, and cross-functional execution with marketing, merchandising, and supply chain
- Experience building and leading high-performing teams
- Hands-on mindset

 **Amsterdam**

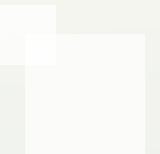
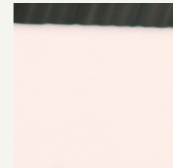
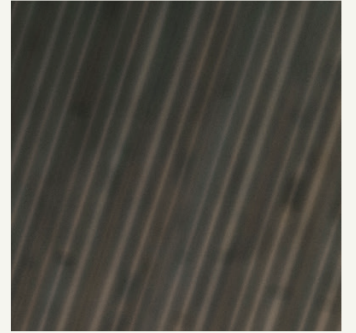
E-commerce has become a cornerstone of Stanley 1913's growth strategy in EMEA. As the brand shifts from start-up to scale-up, its e-commerce operation must evolve processes, team, and commercial strategy to keep pace. The Senior Manager E-commerce will shape the next phase of e-commerce in EMEA, professionalizing operations, scaling the business, and ensuring D2C remains a key growth engine.

About Stanley 1913

Since launching the iconic Stanley vacuum bottle, Stanley 1913 has revolutionized the way people enjoy food and drinks – from the original stainless-steel vacuum bottle to today’s colorful, reusable drinkware, often made with recycled materials. Designed for everyday use, the products support active lifestyles while helping to reduce waste, without compromising on functionality or style.

In recent years, the brand has experienced significant growth, driven by design-forward products like the popular Quencher™ series, which went viral on TikTok, and a strategic move into lifestyle retail, resonating strongly with a younger, primarily female audience.

Today, Stanley 1913 in the EMEA region is in a crucial phase of growth and transformation, evolving from a start-up mindset toward a structured, scalable scale-up organization. While earlier success was partly fueled by brand momentum, the next phase requires sharper strategy and stronger financial discipline. This means evolving team structures and processes to support sustainable growth.





Senior Manager E-commerce

Although Stanley 1913 has a long global history, the European e-commerce operation is still in its relatively early stages. As a cornerstone of the brand's global "Digital First" strategy, e-commerce now accounts for a significant share of total business, with direct-to-consumer representing a substantial and growing part of that – spanning the company's own Shopify store and first-party retail partnerships. Opportunities for growth are emerging – not only from expanding existing operations, but also from entering new European markets. Against this backdrop, a Senior Manager E-commerce is needed to bring the strategic vision, operational structure, and financial discipline required to guide the D2C business through this next growth chapter.

As the business continues to grow, the EMEA team is focused on scaling processes, strengthening performance measurement, and integrating digital channels with the broader commercial strategy. The Senior Manager E-commerce takes full ownership of D2C performance across the EMEA region, including P&L management, forecasting, and turning quarterly plans into actionable monthly and daily priorities. Each channel is treated strategically, balancing operations, marketing, and customer engagement to drive real results. By shaping a multi-year roadmap, this role charts the path for scaling revenue in existing and new markets while innovatively optimizing platforms, customer experience, and profitability levers. Close collaboration with Marketing, Finance, Technology, and Supply Chain ensures every plan translates into measurable results, building a scalable, high-performing e-commerce operation that can grow with the brand.

The EMEA team is international and entrepreneurial, thriving in a fast-paced environment fueled by purpose and performance. In this dynamic setting, the Senior Manager will directly oversee merchandising, retention and personalization, while working closely alongside the paid media, CRO/UX, performance marketing and customer service teams. The role reports directly to Thijs Vermeulen, Director of E-commerce EMEA.

“ *This role suits an inspirational leader who can build a high-performing team and foster a culture of ownership and agility. You will define our long-term e-commerce strategy, elevate the team’s performance, and make a tangible impact on the growth of our fast-growing, globally recognized brand.*”

▪ **Thijs Vermeulen, Director of E-commerce EMEA**

The ideal candidate has extensive experience in international, complex organizations and understands how to balance regional priorities with broader strategic goals. Financial acumen is essential, with proven P&L ownership, forecasting, and accountability for high-revenue business units. As an inspiring coach and skilled stakeholder manager, she/he can motivate and influence people at every level. This leader will passionately energize the e-commerce operation and leave a lasting impact on both the team and the business.





Interested?

Stanley 1913 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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