

Vacancy at Kabrita

# Global Brand Lead



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## Requirements

- Over 8 years of experience in brand building
- Within FMCG, food, or nutrition
- Experience setting multi-market brand strategy
- Cross-cultural stakeholder navigation skills
- Connective, team-elevating leadership style

 **Zwolle**

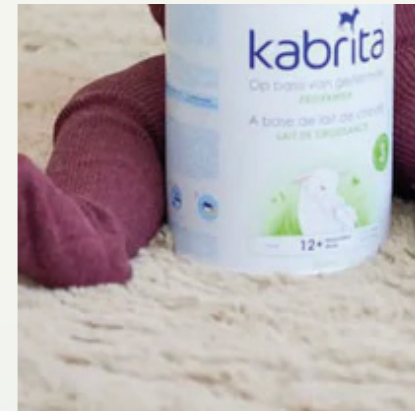
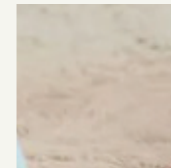
**Kabrita is the world's leading goat milk infant nutrition brand, present in more than 35 countries and feeding over 1.5 million babies daily. With significant growth opportunities across the US, the Middle East, and Southeast Asia, the brand is entering a new phase – one that calls for a strong global brand identity and the leader to drive it.**

# About Kabrita

Every parent wants the best possible start for their baby. Breastfeeding is often seen as the best start in life, but it is not always possible or the preferred choice for every family. For parents who need or choose an alternative, infant nutrition does not have to start with cow's milk. Kabrita, the flagship consumer brand of Ausnutria, a Dutch dairy company with over a century of expertise, has built a category around goat milk-based infant and toddler nutrition. The premise is straightforward: goat milk is naturally easy to digest and nutritionally close to breast milk. That scientific foundation, combined with Ausnutria's vertically integrated production from seventy Dutch family-run goat farms to finished product, gives the brand a credibility that few competitors can replicate.

What makes this moment interesting for Kabrita is the convergence of two forces. Externally, the shift away from cow's milk is no longer niche. It is a structural trend reshaping how parents think about infant nutrition, and Kabrita is well positioned to lead it. Internally, the brand is evolving to become a mainstream premium choice for all parents. This shift touches brand narrative, target audience and emotional territory. And it needs to be executed at global scale.

Despite its worldwide footprint, Kabrita operates with the agility of a scale-up. Decision-making is fast, lines are short, and individuals have visible impact. The organization has the infrastructure of a corporate – production, supply chain, quality assurance – and the entrepreneurial energy of a brand that is still building, still expanding, and still shaping what goat milk nutrition means worldwide.





# Global Brand Lead

**Kabrita is evolving its brand positioning from a trusted niche product into a premium nutrition brand for every parent. That repositioning must happen globally, across markets that range from newly opened territories to established strongholds. And it must reach two distinct audiences: parents who are looking for the best start for their baby, and healthcare professionals who play a key role in guiding that choice. Reaching both audiences requires an omnichannel approach, where offline touchpoints are just as important as online, particularly in the moments when parents are actively seeking alternatives. The Global Brand Lead is the person who brings that positioning to life across all channels, markets and audiences, with a clear and consistent approach that drives commercial impact.**

At its heart, the mandate is strategic. The Global Brand Lead defines how Kabrita presents itself to the world: from brand narrative and visual identity to campaign development and on-pack design. Every touchpoint, across every market and channel, must express the same brand promise while resonating locally. That requires building robust global brand guidelines and creative toolkits, but also understanding where and when to flex. Part of that is providing clear direction on how and where the brand shows up across channels. A framework that works in the Middle East demands different activation than one designed for the US market, where Kabrita is building awareness from scratch following its recent FDA approval. The versatility to operate at multiple altitudes, from long-term brand architecture to hands-on market support, is what distinguishes this role from a traditional global marketing position. The Global Brand Lead brings classical brand and marketing expertise – from translating insights into opportunities to developing value propositions and building brand foundations – and uses that expertise to elevate the broader marketing organization.

Equally important is the ability to bring the brand to life within the organization. This leader sits in the marketing leadership team alongside category leads for infant and junior, the digital lead, and the consumer and market insights team. Reporting to the Global Marketing Director, the role carries direct responsibility for a brand manager and a content manager. But the true leadership footprint extends far beyond those two direct reports. The Global Brand Lead helps the broader marketing community connect with the brand foundations, elevating creative quality together with the teams, and making sure colleagues across functions understand and feel ownership over the Kabrita story.

“*The ideal Global Brand Lead combines strategic depth with cultural intelligence. This is a role for someone who understands that global consistency does not mean strict uniformity, and who thinks in systems and narratives, not just campaigns.*”

▪ **Iris Fisscher – Global Marketing Director**

For a strategic and culturally sensitive brand leader who wants to shape how parents worldwide think about infant nutrition, this position offers exactly that space. This is a chance to define a global positioning, build the brand narrative, and grow with the business into new markets.





## Interested?

Kabrita is working with Top of Minds to fill this vacancy. To express your interest, please contact Marc Mohr at [marc.mohr@topofminds.com](mailto:marc.mohr@topofminds.com) or Marijn Ekelenkamp at [marijn.ekelenkamp@topofminds.com](mailto:marijn.ekelenkamp@topofminds.com).



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