



# MID-LEVEL EXECUTIVE SEARCH

Introduction to the Top of Minds methodology for the 80-300k salary segment





# WE ARE MARKET LEADER IN THE MID-LEVEL EXECUTIVE SEGMENT

thanks to our hybrid on & off-line approach, which fits well with the modern professional in the 80-300k salary segment

## DIGITAL MARKETING

through hyper-targeted **on-line engagement**, we connect with thousands of professionals every day.

## PERSONAL ACTIVATION

We invest in building relationships of trust. Our personal follow-up yields a **very high conversion to application**.



# CANDIDATE PACKS DRIVE ENGAGEMENT

our story-telling focuses on career benefits



**CANDIDATE PACK**

**GM Atida Pure**

**atida**

**For whom?**

- Experienced leader with a background in e-Commerce, Scale-ups, Digital native environments, and/or Strategy Consulting
- With a passion for health
- With strong strategical, people leadership, and operational capabilities
- At (country-) BLU- executive level

1 TOP OF MINDS EXECUTIVE SEARCH & INTERIM | ATIDA



**Atida is one of the largest online pharmacies in Europe, with a unique mission when it comes to optimizing health. The company firmly believes in a future where the journey towards good health becomes a trusted and truly personal experience. They recently launched Atida Pure: A new, personalized vitamin and supplement programme. Initially set up as a vehicle for proof of concept, the ambition for Atida Pure is to quickly become a successful business in its own right. Atida is looking for a General Manager to make this happen.**

**THE ROLE**

**General Manager Atida Pure**

The General Manager will lead the continued growth of Atida Pure, both from a strategic and an operational perspective. She or he will have P&L responsibility and will facilitate the transition toward a profitable brand with €60 million revenue in the first three years. The General Manager will be the leader of the Atida Pure team. Right now, this team is still small, with capacity primarily focused on the product development and the Product Manager. Part of the General Manager's impact will be to extend this team with the necessary and logical roles that add value to the business, at the right time – such as a senior Category Manager, a Marketing Manager, and experts within the health industry, a Quality Assurance Manager.

Other responsibilities of the General Manager include, for example, ensuring further optimization of the tech platform - together with the Chief Product Officer - to increase sales, and creating a churn-prevention strategy to optimize retention. Topics such as loyalty-building and the development of a digital ecosystem for the personalization of the product and user experience will be part of this challenge. To grow the company, the General Manager will also support the expansion of the product range, the product assortment, and drive expansion into new markets outside of the

2 TOP OF MINDS EXECUTIVE SEARCH & INTERIM | ATIDA



**ABOUT THE COMPANY**

**Quantified self: the future of health**

Long before COVID a trend toward 'quantified self' has been on the rise - the concept of individuals actively taking charge of their wellbeing, with data-driven tools, products, apps, and knowledge. This is not surprising, since the use of health and medical technologies (from diabetes to depression) have increased drastically in the past decades.

2020 obviously acted as a pressure cooker on this topic. From a preventative perspective, something as simple as catching a cold has become something we would love to avoid - so how can we best use our mobile phones and sensors to help us? How can we take care of ourselves - mentally and physically - when our world has become the space between our four walls? In the near future the demand for these solutions will increase further. In the long term, the demand for mental and physical self-care and optimized wellbeing continues to grow.

current scope of the Netherlands and Germany.

**Entrepreneurial talent**

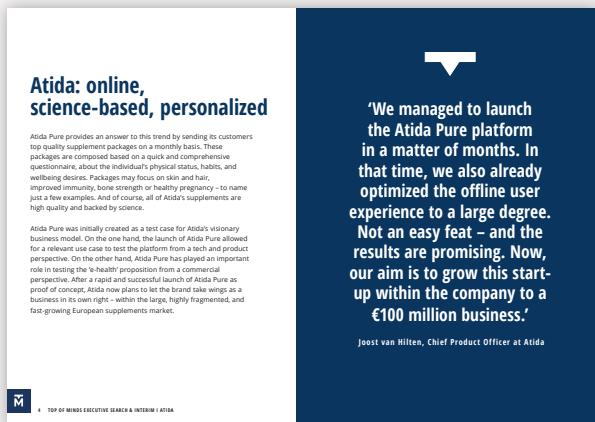
Atida Pure is a start-up within a scale-up. The role of the General Manager therefore has a highly entrepreneurial component. The candidate ideally has experience in a Digital native environment or an E-commerce company. Additionally, given the relatively complex P&L structure of the subscription model, an MBA and experience with subscription businesses are a plus. Important: the General Manager needs to be a leader with a vision and product. Expertise with health, pharma, or supplements is not necessary, but a true interest in learning about the product, and a strong belief in the mission of Atida, are crucial.

This role is an exciting next step for a successful leader who has proven themselves in a strategic, commercial and/or digital environment. Atida's potential for growth makes this opportunity highly exciting for candidates with entrepreneurial ambitions. The role of General Manager at Atida Pure provides the right candidate the chance to prove their worth in building a disruptive and successful business from the ground up. ■

**Interested?**

Atida works with Top of Minds to fill this vacancy. Contact Marlies Hoogvliet at [MarliesHoogvliet@topofminds.com](mailto:MarliesHoogvliet@topofminds.com)

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**Atida: online, science-based, personalized**

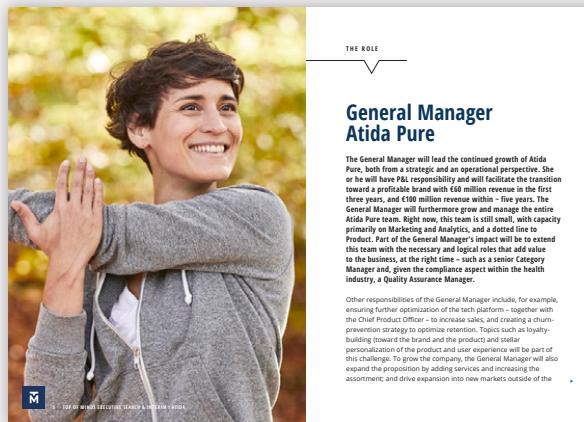
Atida Pure provides an answer to this concern by sending its customers top-quality supplement packages on a monthly basis. These packages are composed based on a quick and comprehensive questionnaire, about the individual's physical status, habits, and wellness desires. Packages may focus on skin or hair, mental health, immunity, bone health or healthy pregnancy - to name just a few examples. And of course, all of Atida's supplements are high quality and backed by science.

Atida Pure was initially created as a test case for Atida's visionary business model. On the one hand, the launch of Atida Pure allowed for a relevant use case to test the platform from a tech and product perspective. On the other hand, Atida Pure has played an important role in the health and wellness market from a consumer perspective. After a rapid and successful launch of Atida Pure as proof of concept, Atida now plans to let the brand take wings as a business in its own right - within the large, highly fragmented, and fast growing European supplements market.

**‘We managed to launch the Atida Pure platform in a matter of months. In that time, we also already optimized the offline user experience to a large degree. Not an easy feat – and the results are promising. Now, our aim is to grow this start-up within the company to a €100 million business.’**

**Joost van Hiltien, Chief Product Officer at Atida**

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5 TOP OF MINDS EXECUTIVE SEARCH & INTERIM | ATIDA



**TOP OF MINDS Great stories attract great people**



# OUR EXECUTIVE SEARCH PROCESS IS AGILE

with 3 sprints of two weeks

WHEN	START		SEARCH & SELECTION			CLOSING		
	1 WEEK		3 SPRINTS OF 2 WEEKS			1 WEEK		
WHAT	Scoping Sessions	Candidate Pack Creation	Marketing and Search	Interviews	GO!	Negotiations	GO!	Offer acceptance
WHO	ToM + Client	ToM, with feedback from Client	We use our warm network, research team and extensive reach of our individually targeted online marketing	1 <sup>st</sup> round ToM, with Client present in first 2 interviews (for feedback)  2 <sup>nd</sup> round Client, facilitated by ToM	Client, facilitated by ToM			
DELIVERABLE	Solid grasp of the role + context  Defining diversity priorities if relevant	Candidate Pack  Interview Scorecard	Sprint 1: a quick yield from our network of active candidates  Sprint 2: candidates from our the marketing campaigns  Sprint 3: the results from traditional headhunting	Offer to preferred candidate or a revised scorecard	Finalized job offer		Hire and Starting date	

<sup>1</sup> Depending on level and complexity of the role

<sup>2</sup> Depending on market and role

# OUR REPORTING IS WELL-STRUCTURED

establishing a high-quality recruitment process



**PREFERRED CANDIDATE**

**EXAMPLE**

**Paula Smith**  
Head of HR, Leadership & Talent services  
the smart company

CRITERIUM	0	1	2	3	4
Impact					●
Education					●
Quality work experience					●
Progression					●
Pragmatics					●
Abstraction level					●
No-ego					●
Drive					●
Leadership experience					●
Understanding of e-tail					●
Love for team proposition					●
Click					●
Authenticity					●
Involvement					●

## Elements of a Top of Minds assessment:

- ✓ Motivation
- ✓ Talents
- ✓ Personality
- ✓ Proven success
- ✓ Culture fit
- ✓ Salary expectations
- ✓ Cognitive testing

# OUR ASSESSMENT METHODOLOGY

consists of four elements

## 1. DRIVE

Drive is a key factor for success. To identify drive at its core we peel of many layers in our conversation with professionals.

*Why? Why? No, really - why?*

Matched on  
**drive**

## 2. STRENGTHS

Strengths are a positive display of competencies. They define when a professional will excel over others. For deep-dive analyses we use the [Topgrading Methodology](#).

Matched on  
**competencies**

## 3. ANALYTICS

80% of professionals claim they are in the top-20% when ranked on analytical skills. We prefer to rely on [objective cognitive testing](#) when analytical rigor is key to success.

Objectively tested  
**intelligence**

## 4. REFERENCES

We operate on a network of trust and like to work with professionals who come highly recommended. To validate the trust we have in them we use reference checks.

Validated by trusted  
**recommendations**



# OUR PRICING IS TRANSPARANT

and geared towards success

## MEDIA BUDGET

For maximum visibility of your vacancy, we use a mix of on-line media for hypertargeted campaigning within our network.

## RETAINER

Our search work is exclusive and dedicated. To cover the costs of our dedicated efforts, we charge part of our fee upfront.

## SUCCESS FEE

Our success fee depends on the complexity of the search. The retainer that was paid earlier is deducted from the success fee.

## WARRANTY

Should your new hire leave your business for reasons other than downsizing or reorganization, we'll offer a replacement free of charge.

**We charge a media budget of € 2.500** for out-of-pocket costs on advertising.

**We charge an up-front retainer of € 5.000 to 15.000**, depending on the complexity of the search.

**We charge a success fee of 25 to 30%** of the first annual salary. The retainer will be deducted

Should your new hire leave within the first 3 months of employment, we'll replace them for free.



# WE HAVE A SPECIALIST IN EVERY FIELD

and they're all digital natives



**Auke Bijnssdorp**  
Functional expertise  
Strategy

Sector spike  
Tech



**Janko Klaeijsen**  
Functional expertise  
General Management

Sector spike  
Consumer Goods



**Roland Vetten**  
Functional expertise  
Strategy

Sector spike  
Financial Services



**Marlies Hoogvliet**  
Functional expertise  
Tech

Sector spike  
B2B



**Ian Dove**  
Functional expertise  
Interim Management

Sector spike  
e-Commerce



**Imke Peters**  
Functional expertise  
Business Development

Sector spike  
B2B



**Wiebe Smit**  
Functional expertise  
Sales

Sector spike  
Consumer Goods



**Max Tasseron**  
Functional expertise  
Marketing

Sector spike  
Consumer Goods



**Vivian Linker**  
Functional expertise  
General Management

HR  
Sector spike  
B2B scale-ups



**Annelijn Nijhuis**  
Functional expertise  
Finance

Sector spike  
B2C scale-ups



**Daan Bouman**  
Functional expertise  
Interim Finance

Sector spike  
Industry



**Vivian den Dekker**  
Functional expertise  
Consulting

Sector spike  
Professional Services



**Catherine Visch**  
Functional expertise  
Consulting

Sector spike  
Professional Services



**Jessica Lim**  
Functional expertise  
IT

Sector spike  
e-Commerce



**Hayke Tjemmes**  
Functional expertise  
IT

Sector spike  
Scale-ups



**Martine Francken**  
Functional expertise  
Consulting Exit

Sector spike  
Professional Services



**Emily Olij**  
Functional expertise  
Marketing

Sector spike  
Consumer Goods



**Gijs Millaard**  
Functional expertise  
Commercial

Sector spike  
Tech



**Florentine van de Loo**  
Functional expertise  
Commercial & Digital

Sector spike  
B2B & Consumer Goods



**Dox Wijers**  
Functional expertise  
Online Marketing

Sector spike  
B2C Scale-ups



**Lidewij Kosters**  
Functional expertise  
IT

Sector spike  
B2B



**Ole Cohen**  
Functional expertise  
Commercial & Digital

Sector spike  
e-Commerce



# OUR RESEARCH TEAM

can find anyone, anywhere



**Anne-Louise Smit Sibbinga**  
Research Assistant



**Annelotte Boot**  
Research Assistant



**Floor Lowie**  
Research Assistant



**Julie de Jong**  
Research Assistant



**Ruben Vanghillewe**  
Research Assistant



**Laurence van 't Hoff**  
Research Assistant



**Jelle Houben**  
Research Assistant



**Wouter van Zeijl**  
Research Assistant



**Floris van Es**  
Research Assistant



**Maurits de Wit**  
Research Assistant



**Emma de Wit**  
Research Assistant



**Noa Anzion**  
Research Assistant



# OUR MARKETING & TECHNOLOGY TEAM

*will market your story like no one else can*



**Lubbe Bekkering**  
*CFO & COO*



**Deborah Klaassen**  
*Creative Director*



**Else Schaapman**  
*Art Director*



**Femke Kraakman**  
*Marketing Manager*



**Martijn van Wingen**  
*Marketing Assistant*



**Georgie Westerterp**  
*Duurzaamheidsmanager*



**Susan van Witmarschen**  
*Finance*



**Melvin Bertelkamp**  
*Graphic Designer*



**Sophie van Balen**  
*Online Marketeer*



**Anna Eiff**  
*Online Marketeer*



**Romee Berg**  
*Marketing Assistant*



**Philip Lankhorst**  
*Finance Assistant*



**Carmella Bierma**  
*Finance Assistant*



**Laurens Harms**  
*Finance Assistant*



**Tony van de Polder**  
*Graphic Designer*



**Laura Kits**  
*Strategy Writer  
(ex-McKinsey)*



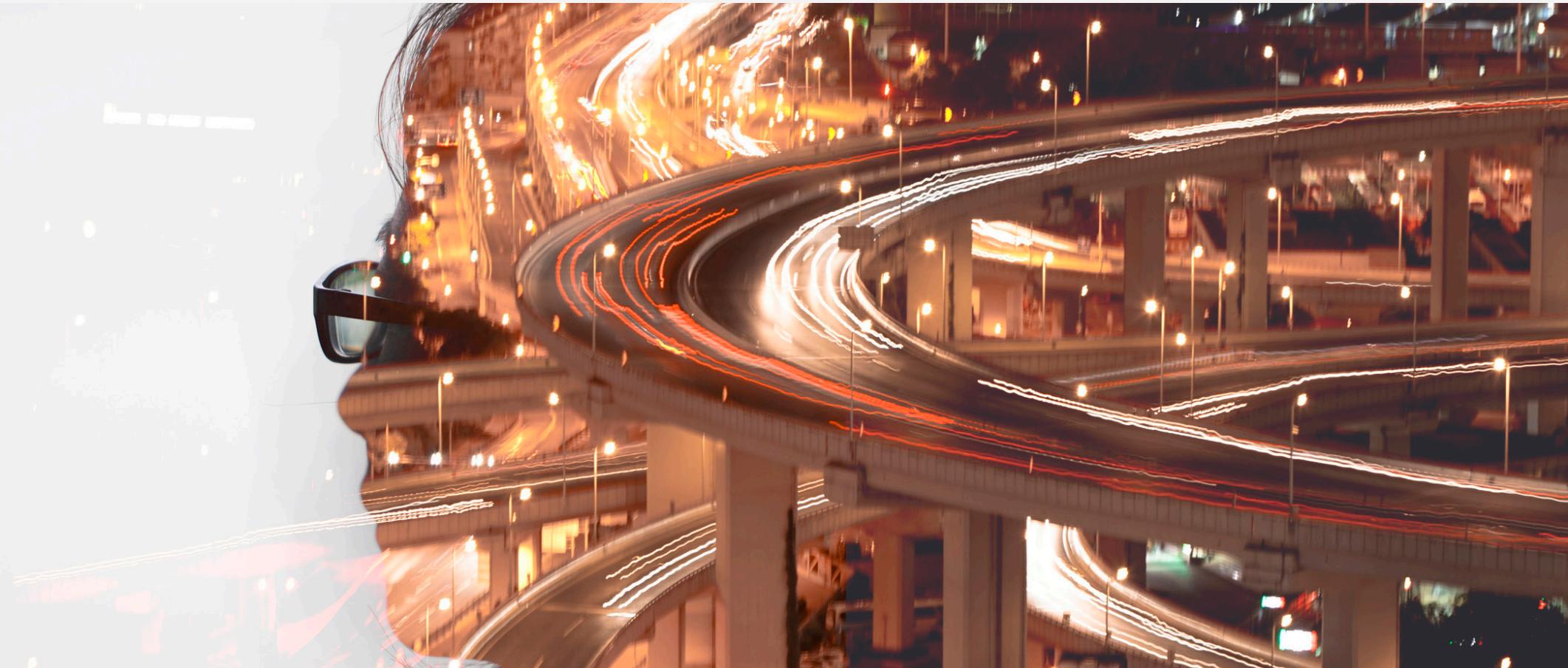
**Jaap Hoekstra**  
*Strategy Writer  
(ex-BCG)*



# TRACK RECORD

Some of our recent placements, organized by function and by sector

Most of our work has been in the 80-300k salary bandwith





# ANALYTICS

Recent placements

</>



Consultant  
Data & Analytics



Manager Insights



Lead Partner Acceptation



Platform  
Excellence Associate



# CONSULTING EXIT

Recent placements

2



**atida**

Chief of Staff



BROAD HORIZON

Head of Integration Office



**adyen**

Commercial  
Analytics Manager



**MEATABLE**

Strategy Manager



# E-COMMERCE

Recent placements



**bol.com**

Commercieel Manager



**Adevinta**

Global Director Customer Experience



**ALPINE**  
HEARING PROTECTION

E-commerce Director



**KRAMP**

Director E-commerce



# FINANCE

Recent placements



anna+nina

Head of Finance



zuiver°

CFO



atida

Business Finance Manager

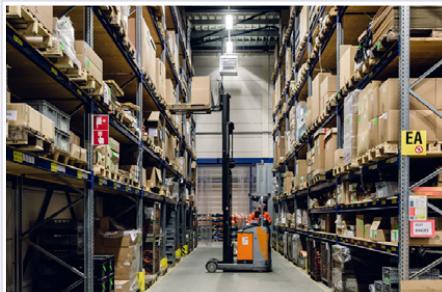


Finance & Control



# GENERAL MANAGEMENT

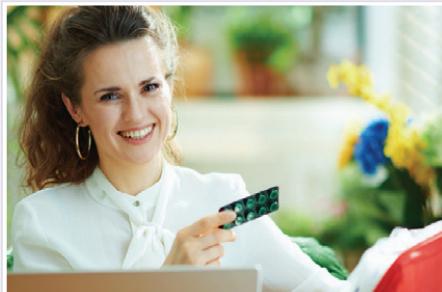
Recent placements



CEO



Managing Director



General Manager



CEO



# HR

## Recent placements



**KRAMP**

**CHRO**



**Refresco**

**HR Manager**



**recharge.com**

**Head of HR**



**McKinsey  
& Company**

**HR Manager**

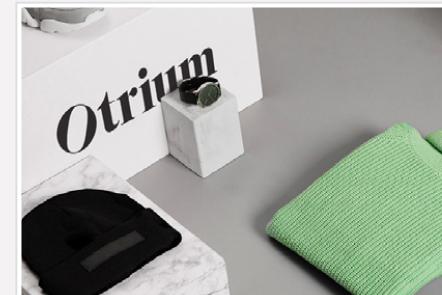


# INTERIM

Recent placements



Interim Head of Marketing



**Otrium**

Interim Head of Supply  
Chain



Commercieel Manager



Lightyear  $\infty$

Interim PR &  
Communications Manager

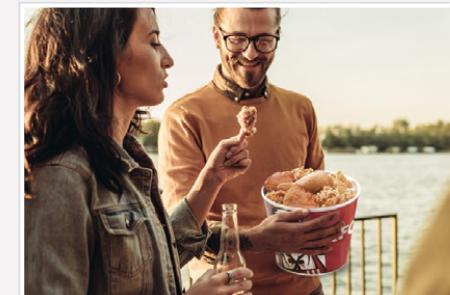


IT

## Recent placements



UX/UI-Designer

Digital Technology  
Operations CoordinatorHead of Product  
E-Commerce

Senior Java Engineer



# MARKETING

Recent placements



**SWISS-SENSE®**

Commercieel Directeur



**Director of Marketing  
Communication**



**Landal**  
GreenParks

**International Marketing  
Director**



**bol.com**

**Commercieel Manager**



# OPERATIONS

Recent placements



Operations Director



Manager E-fulfilment &  
Thuisbezorging



Director Customer Service



Operations Manager

## SALES

Recent placements



Sales Director



Chief Commercial Officer



Sales Manager



Manager Sales Excellence



# SCALE-UPS

Recent placements



MR MARVIS  
AMSTERDAM

COO



envision

Chief Marketing Officer



Flink<sup>+</sup>

Head of Expansion



FÉST

Supply Chain Manager



# STRATEGY

Recent placements



**ASML**

Director Corporate Strategy



**Director Strategy & Business Development**



**Director Strategy & Transformation**



**Strategy Officer**



# CONSULTING

Recent placements



**BAIN & COMPANY** 

**Consultant**



**SIMON • KUCHER & PARTNERS**  
Strategy & Marketing Consultants

**Director**



Building a better  
working world

**Senior Consultant  
Manufacturing Excellence**



**BCG** BOSTON  
CONSULTING  
GROUP

**Consultant**



# CONSUMER

Recent placements



Director Strategy



Head of Digital Commerce



Digital & Media Manager



E-commerce  
Marketing Manager



# ENERGY

Recent placements



**essent**

Marketing Director



 **Rooftop Energy**

**Head of Business Control & Accounting**



**Shell  
TapUp**

Commercieel Manager



 **Eneco**

**Strategy Manager**

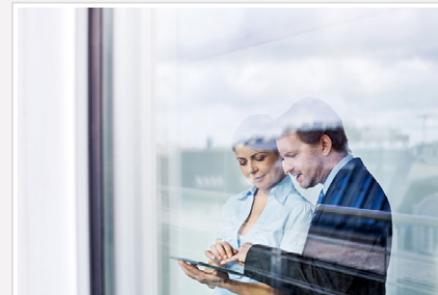


# FINANCIAL SERVICES

Recent placements



Managing Principal



Propositimanager Beyond  
Banking Partnerships



Vice President - Corporate  
Strategy



Chief of Staff



# FINTECH

Recent placements



FLOW ■ TRADERS

HR Team Lead



fourthline

Account Executive



recharge.com

Business Development Manager



eevery

CEO



# HEALTH

Recent placements



**Business Controller**



**Product Owner**



**Strategisch Zorgverkoper**



**Senior Adviseur  
Strategie & Innovatie**



# LEISURE

Recent placements



Sunweb Group

**Head of E-Commerce Eliza  
was here**



THE STUDENT HOTEL

**HR Business Partner**



**Technical Product Owner**



**SPORTCITY.**

**Chief Product officer**



# LOGISTICS

Recent placements



Head of Sales



Manager  
Logistieke Strategie



Senior Manager  
Operations Strategy



Sales Manager



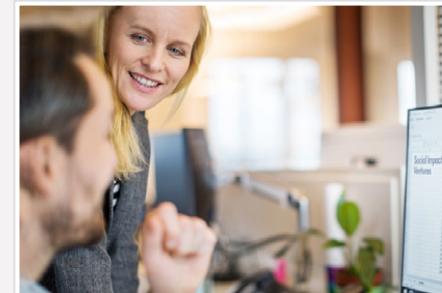
# PRIVATE EQUITY

Recent placements



**ecorus**  
harvesting nature's energy

Investment Manager



**rubio**  
impact ventures

Financial &  
Impact Controller



**IK** Investment  
Partners

Associate  
Digital Director



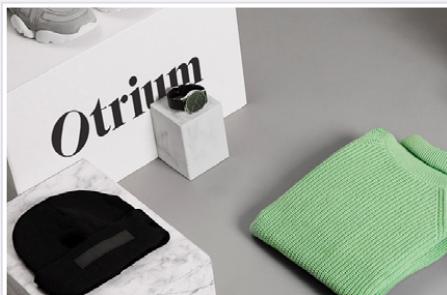
 HAL Investments

Leadership  
Development Program



# SUSTAINABILITY

Recent placements



**Otrium**

Interim Head of  
Supply Chain



Recycling Strategy  
Manager



Head of Business Control &  
Accounting



**GreenV**

HR Director



# TECHNOLOGY

Recent placements



**ASML**

(Senior) Manager Corporate  
Strategy



**PHILIPS**

Senior Online Sales  
Strategist



**Samotics**

Proposition Manager



  
VanderSat

Sr. Business Developer