



# 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



**atida**

CANDIDATE PACK

**GM Atida Pure**

1 TOP OF MINDS EXECUTIVE SEARCH & INTERIM | 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 strategic, people leadership, and operational capabilities
- All (country) / BU) executive level



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.

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 chances of facing lifestyle-based health problems (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 boost our immune systems? More broadly speaking, 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 urgency of these questions will only increase further. In the long term, the demand for mental and physical self-care and optimized wellbeing continues to grow.

3 TOP OF MINDS EXECUTIVE SEARCH & INTERIM | ATIDA

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

Atida Pure provides an answer to this trend 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 wellbeing desires. Packages may focus on skin and hair, improved immunity, bone strength 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 testing the 'to health' proposition from a commercial 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.

4 TOP OF MINDS EXECUTIVE SEARCH & INTERIM | ATIDA



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 full responsibility and will facilitate the transition toward a profitable brand with €60 million revenue in the first three years, and €100 million revenue within five years. The General Manager will furthermore grow and manage the entire Atida Pure team. Right now, this team is still small, with capacity primarily on Marketing and Analytics, and a dotted line to Product. 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 and, given the compliance aspect 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 toward the brand and the product and user personalization of the product and user experience will be part of this challenge. To grow the company, the General Manager will also expand the proposition by adding services and increasing the assortment, and drive expansion into new markets outside of the

5 TOP OF MINDS EXECUTIVE SEARCH & INTERIM | ATIDA

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 as an E-commerce pure player. Additionally, given the relatively complex PAL structure of the subscription model, an MBA and experience with subscription businesses are a plus. Important, furthermore, is the candidate's intrinsic affinity with the topic 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 their worth in a strategic, commercial and/or digital environment. Atida Pure'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: [marlieshoogvliet@topofminds.com](mailto:marlieshoogvliet@topofminds.com)



6 TOP OF MINDS EXECUTIVE SEARCH & INTERIM | ATIDA



# OUR EXECUTIVE SEARCH PROCESS IS AGILE

with a 2 week sprint process at its core



<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

## TOP 5 CANDIDATES

EXAMPLE

**John Smith**  
The Fast Company

Somewhat sales-oriented appearance, with honesty and integrity below the surface. Outspoken can-do attitude, result-oriented approach. Seen many HR organizations, but always as a consultant.

**Paula Smith**  
The Smart Company

The most logical candidate on paper. All-round profile with experience in introducing an agile way of working at The Allround Company



**Anthony Smith**  
The Best Company

No HR experience, but makes a conscious choice to end his management career towards GM for this. Combines consulting with line management in a consumer goods environment.

**Femke Smith**  
The Flex Company

Some of the candidates are on the heavy side. Femke is the lighter version. All-round HR profile, but managerially less experienced. However, passed cognitive tests with flying colors and thus qualified as a strong talent.

**Michael Smith**  
The Global Company

Mindful, deliberate, constructive. Strong systems thinker. Position at The Bright Company very similar to HQ with highly qualified personnel. Manages a team of 20 HRBP. Interesting crossover with IT.



PREFERRED CANDIDATE

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

EXAMPLE

CRITERIUM		0	1	2	3	4
<b>Impact</b>	Makes a powerful impression. Know how to influence effectively					●
<b>Education</b>	University work & thinking level					●
<b>Quality work experience</b>	Worked in different roles & organizations. The diversity of work experience makes him / her versatile					●
<b>Progression</b>	Career progression shows quality and the different steps make profile all-round					●
<b>Pragmatics</b>	MacGyver: Comes with practical and relevant suggestions					●
<b>Abstraction level</b>	Shows understanding quickly. Will be able to follow the team leader easily. Makes decisions based on facts					●
<b>No-ego</b>	Is genuinely willing to accept a non-executive role					●
<b>Drive</b>	Still has youthful enthusiasm. Shows passion					●
<b>Leadership experience</b>	Is used to control larger teams 20+ with layering. Provides good examples of effective leadership					●
<b>Understanding of e-tail</b>	Shows relevant insight into the business model and strategy of the team					●
<b>Love for team proposition</b>	Sincerely believes that the team makes the world a better place					●
<b>Click</b>	Someone that a team member will easily click with				●	
<b>Authenticity</b>	Is open and transparent					●
<b>Involvement</b>	Style of communication is warm, sensitive and personally interested					●

## 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 TRANSPARENT

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.

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

## RETAINER

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

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

## SUCCESS FEE

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

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

## WARRANTY

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

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 Bijnsdorp**  
Functional expertise  
Strategy

**Sector spike**  
Tech



**Janko Klaijssen**  
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

**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*



# 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 Westertep**  
*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 bandwidth

## Functional Areas

Analytics	11	IT	18
Consulting Exit	12	Marketing	19
E-Commerce	13	Operations	20
Finance	14	Sales	21
General Management	15	Scale ups	22
HR	16	Strategy	23
Interim	17		

## Sectors

Consulting	24	Leisure	30
Consumer	25	Logistics	31
Energy	26	Private Equity	32
Financial Service	27	Sustainability	33
Fintech	28	Technology	34
Health	29		



# ANALYTICS

Recent placements



**Consultant  
Data & Analytics**



**Manager Insights**



**Lead Partner Acceptation**



**Platform  
Excellence Associate**



# CONSULTING EXIT

Recent placements



**atida**

Chief of Staff



BROAD HORIZON

Head of Integration Office



**adyen**

Commercial  
Analytics Manager



**MEATABLE**

Strategy Manager



# E-COMMERCE

Recent placements



**bol.com**<sup>®</sup>

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<sup>o</sup>

CFO



atida

Business Finance Manager



Finance & Control



# GENERAL MANAGEMENT

Recent placements



CEO



Managing Director



General Manager



CEO



# HR

## Recent placements



CHRO



HR Manager



Head of HR



HR Manager



# INTERIM

Recent placements



**Interim Head of Marketing**



**Otrium**

**Interim Head of Supply Chain**



**bol.com** 

**Commercieel Manager**



**Lightyear** 

**Interim PR & Communications Manager**



# IT

## Recent placements



UX/UI-Designer



Digital Technology  
Operations Coordinator



Head of Product  
E-Commerce



Senior Java Engineer



# MARKETING

Recent placements



**SWISS•SENSE™**

**Commercieel Directeur**



**Director of Marketing  
Communication**



**International Marketing  
Director**



**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**

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**



  
**EY** 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



Head of Business Control & Accounting



**Shell TapUp**

Commercieel Manager

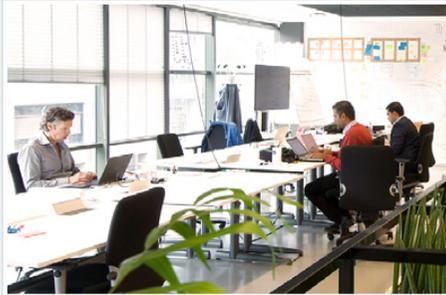


Strategy Manager

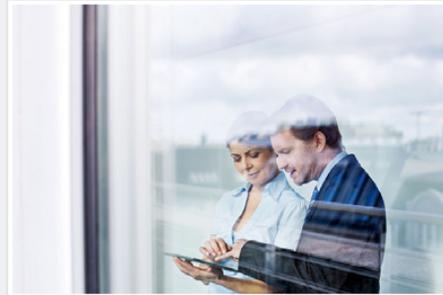


# FINANCIAL SERVICES

Recent placements



**Managing Principal**



**Propositiemanager Beyond  
Banking Partnerships**



**Vice President - Corporate  
Strategy**



**fourthline**

**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 Zorgverkop**



**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



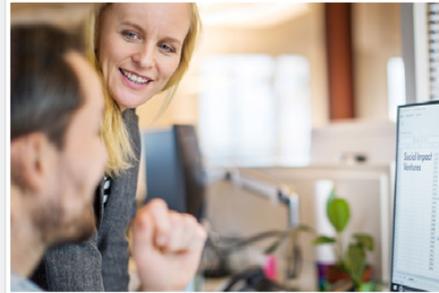
# PRIVATE EQUITY

Recent placements



**ecorus**  
harvesting nature's energy

**Investment Manager**



**rubio**  
impact ventures

**Financial &  
Impact Controller**



**Investment  
Partners**

**Associate  
Digital Director**



**HAL Investments**

**Leadership  
Development Program**



# SUSTAINABILITY

Recent placements



**Otrium**

Interim Head of  
Supply Chain



**JDE**

Recycling Strategy  
Manager



**Rooftop  
Energy**

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**