

Vacancy at MERRACHI

CMO

MERRACHI



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Fashion that lets women dress modestly and express their own style. With that promise, MERRACHI grew into one of Europe's leading modest fashion brands, with a community that queues outside its stores at every launch. The company is now appointing its first Chief Marketing Officer, who joins the board and builds the marketing organization to grow the brand across Europe.

Candidate profile

- Over 12 years of marketing experience in fashion, beauty, lifestyle, or at a consumer brand
- Including multiple years in a senior leadership role
- Track record of scaling a brand across multiple markets
- Experience leading a team of department heads
- Background in building a marketing organization and owning its budget
- Proven ability to combine brand building with commercial growth
- Trusted strategic partner to founders or a board

📍 Amsterdam

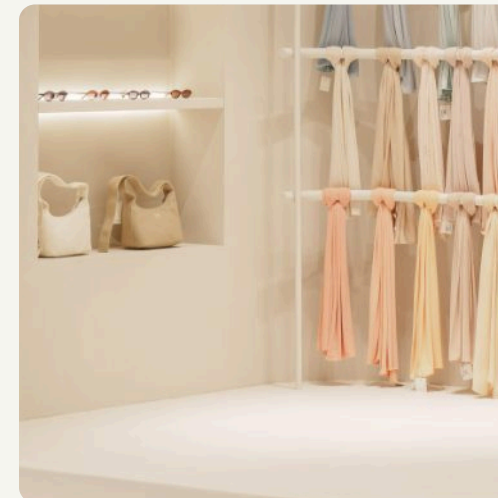
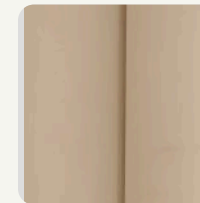


About MERRACHI

MERRACHI began with a personal need. Nada Merrachi, a Dutch-Moroccan designer, taught herself the craft in the atelier of her grandmother and aunt in Morocco. When she chose to cover her hair, she could not find clothing that matched her style and her values, so she started making it herself. Since its launch in 2020, the brand has grown, together with co-founder Zouhair El Moujtahid, into a company with around thirty million euros in revenue. Designers from Burberry and Daily Paper have joined the team and bring the silhouettes and colors of mainstream fashion into contemporary modest wear.

For a long time, women who dress modestly felt overlooked by the fashion industry. Every design combines modesty with confidence and leaves room for each woman's own style. The stores add a high-end experience with personal service at accessible prices. Around the brand, a community of like-minded women has formed that is its strongest competitive advantage.

Its appeal reaches across Europe. MERRACHI is a household name in the Netherlands and Belgium, France has become its largest single market, and Germany has grown into a fourth core market. That growth is driven by a team of thirty people based in Amsterdam and the staff in its stores, in an open and direct culture where colleagues challenge each other and quickly turn ideas into action. Now that growth needs a solid foundation.





Vacancy

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Building that foundation is the task of the CMO, the first to hold this role. Modest fashion is moving into the mainstream, and MERRACHI, one of its pioneers, grows with it. The ambition to reach a hundred million euros in revenue within three years runs largely through Europe. The core markets of the Netherlands, Belgium, France, and Germany are to be strengthened and scaled. Beyond them, the rest of Europe offers room to grow, while the United Kingdom and the United States form the base for international growth in the longer term. Each market asks for its own approach, as brand awareness and customer behavior differ from one country to the next. As the company grows, the CMO makes sure that what makes the brand distinctive stays intact and culturally relevant in each market.

The product remains the starting point. The CMO sets the framework that takes each collection from merchandising priorities and launch to brand story and campaign, and on through the channels and stores to the customer experience and commercial results. Insights from customer contact, social media, the community, and the stores shape that strategy, in close collaboration with Brand Experience and Retail. Nada, as Founder and Chief Creative Officer, guards the creative vision and identity of the brand. The CMO translates that vision into a marketing and growth strategy that scales, and is a strategic sparring partner to Nada and Zouhair. Not from a distance, but hands-on, with clear priorities, measurable results, and disciplined execution across teams and markets.

In Amsterdam, the CMO is the most senior leader, with the Heads of Growth & Retention, E-commerce, PR, Social, Influencer, Brand Experience & Customer Experience, and Retail reporting directly. They remain the owners of their disciplines, and the CMO develops them as leaders. She/he aligns them behind one strategy, in which brand building drives customer acquisition and retention and both deliver sustainable commercial growth, and builds a marketing organization that can carry that growth, with clear ownership per team and a way of working that grows with the company. The organization scales without adding layers of management, so the teams keep their entrepreneurial freedom.

Nada and I built MERRACHI on instinct, speed, and a community that grew alongside us. Now, we need a CMO who turns all of that into strategy and structure and keeps us sharp. A sparring partner to build the next phase with, as equals.

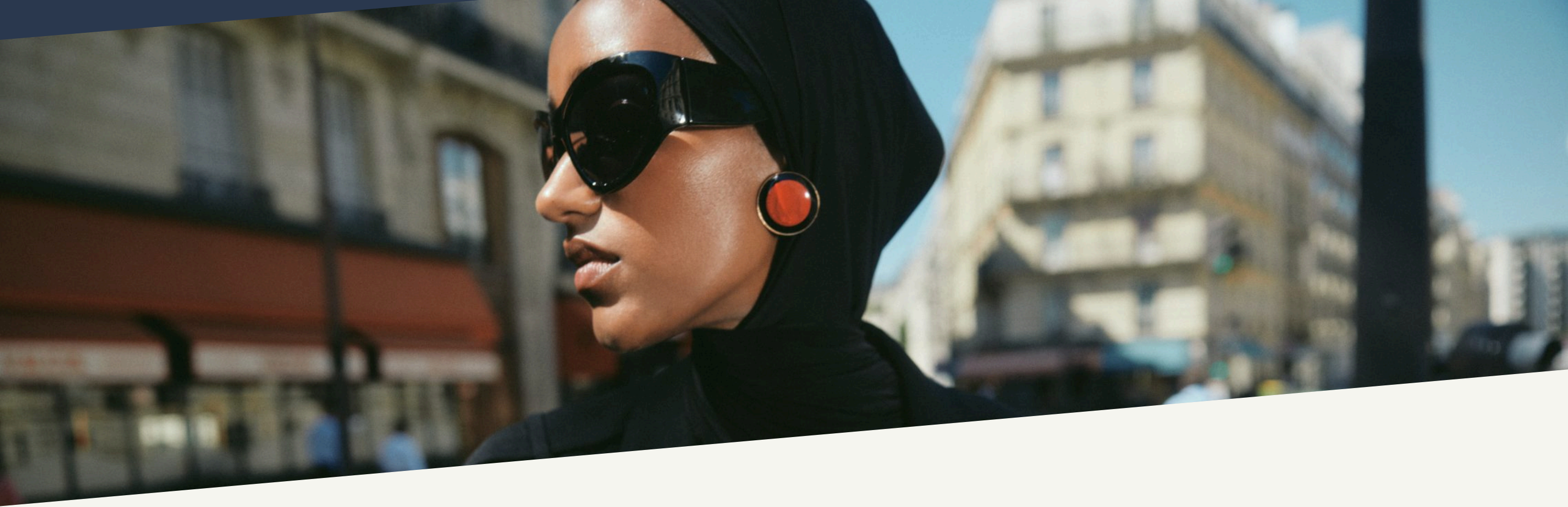
■ Zouhair El Moujtahid, Co-founder

The CMO joins the founders and the CFO on the board and owns the marketing budget. Together, they decide which markets to prioritize and where to invest. Every quarter, she/he travels to Dubai, where Nada and Zouhair are largely based, to review the three-year plan and set the course for the months ahead.





MERRACHI grows fast in a market that is still emerging, carried by a strong brand and a loyal community. The CMO builds the marketing organization that turns that position into growth across Europe. Three years from now, the whole company will work from one brand and marketing strategy, with strong core markets and a base for growth beyond Europe.



Interested?

MERRACHI is working with Top of Minds to fill this position. Contact Marc Mohr at marcmohr@topofminds.com or Marijn Ekelenkamp at MarijnEkelenkamp@Topofminds.com to let us know you are interested.



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