Vacancy at EQOM

# Revenue Growth Manager

EQOM GROUP



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EasyToys, Amorelie, and Adam & Eve sit on HEMA and Kruidvat shelves, rank on Bol and Amazon, and travel with distributors from Europe to Australia. That reach belongs to EQOM Group, where B2B is entering its next growth phase. The Revenue Growth Manager turns data into the commercial priorities that decide where B2B earns more revenue and margin.

## Requirements

- Over 5 years of experience
- In revenue growth management, category management, or commercial finance
- Close collaboration with sales or account teams in consumer goods, e-commerce, or retail
- Analytically and commercially sharp
- A natural connector who earns trust and brings people along

**Hilversum**



# About EQOM

EQOM wants to make sexual wellbeing and pleasure accessible to everyone, regardless of preference, age, or physical condition. The group was formed in 2020, when Waterland brought together EDC Retail, the company behind EasyToys, and wholesale distributor Eropartner. Acquisitions in the Netherlands, Germany, Norway, and the UK followed, adding brands such as Christine le Duc, Amorelie, and Kondomeriet. Today, 300 colleagues work with a range of 8,000 products, serving customers in more than sixty countries.

The culture is entrepreneurial and informal, with short lines and colleagues who take pride in breaking taboos together. Headquarters are in Veendam, and the second office in Hilversum is home base for many of the commercial teams. A large company lunch every Friday and a full social calendar, from the summer party to Oktoberfest, keep both offices connected.

EQOM reaches its customers in two ways. Online, its own webshops serve consumers directly across Europe. As a supplier, EQOM brings its brands and private label range to omnichannel retailers and marketplaces such as HEMA, Bol, and Amazon, and to distributors in Europe and well beyond

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real energy in the team, the focus shifts to growing smarter, and a newly created position provides the analytical engine for it.






Vacancy

# Revenue Growth Manager

Reporting directly to Joris van der Schoot and holding a seat in the B2B management team, the Revenue Growth Manager builds a brand-new function. The work spans every revenue lever in the B2B customer base, from pricing, discount structures, and trade terms to assortment whitespace, private label penetration, and distribution. The result is a clear picture of where EQOM makes money, where margin is under pressure, and where value slips away. The same analyses form the foundation for the strategic choices that shape the B2B department, including net revenue management, a new wholesale discount framework, the pricing and distribution project, and the acceleration of private label.

Those insights turn into action through a monthly rhythm. For every account or account cluster, the Revenue Growth Manager prepares a prioritized list of next best actions, each with its expected value, required effort, and a suggested owner. Account managers carry the execution. The Revenue Growth Manager tracks what gets picked up and what it delivers, measures realized revenue and margin together with Finance, and reports progress to Joris and the B2B management team. Over time, this grows into a performance cycle that brings margin thinking into every account plan.

Each channel has its own economics. A handful of large retailers negotiate complex annual deals, while smaller distributors each need their own mix of range and terms. Marketplaces are driven by fast price dynamics, and international distributors are opening up new markets. In practice, most attention goes to the distributor business, the largest part of B2B. Knowing what drives each customer type, and which recommendation will actually land, takes commercial sharpness as much as analytical depth. The Revenue Growth Manager works side by side with the account managers and joins customer meetings when data can strengthen the conversation.

> *EQOM has the right size. There is plenty of support in the organization, and a few smart choices still make an impact fast, with short lines to every decision. I value people who have felt the friction of commercial reality and can turn data into something a sales team actually wants to use.*
>
> - Joris van der Schoot, Chief B2B Officer

The groundwork is already in place. EQOM's data runs on Databricks, an AI model on top of that environment is nearly complete, and solid dashboards are live. Together with business control, category management, and the central data team, the Revenue Growth Manager builds one consistent fact base for the commercial organization, with room to automate recurring analyses and develop new tools.

The Revenue Growth Manager helps set the commercial agenda of a fast-growing international business and shapes, together with the Chief B2B Officer, where the B2B department invests its energy next. The work covers four channels and very different customer types, comes with a seat at the management table, and builds on a data and AI foundation that is already running. It suits someone who loves bringing others along and gets energy from turning numbers and insights into commercial action, in close collaboration with the sales team. Every month, the results show up in realized revenue and margin.






# Interested?

EQOM is working with Top of Minds to fill this position. Contact Marc Mohr at marcmohr@topofminds.com to let us know you are interested in this vacancy.



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