



# New era, New leaders



Transparent Executive Search

# New leaders are able to meet the new requirements

Top 3 characteristics of new leaders

## 1. DIGITAL NATIVE



Raised in a digital economy, where customer intimacy is measured in online conversion rather than in-store visits.

## 2. DATA-DRIVEN



Equipped with strong analytical skills that enable data-driven decision making and facilitate fact-based discussion.

## 3. AGILE LEADERSHIP










Using vision and business drivers to lead self-steering teams, rather than traditional hierarchy.

# Our marketing amplifies our research

The majority of our search mandates are performed in plain sight

## We use a wide range of channels

-  Website with PDF brochure
-  Email marketing (20.000 executives)
-  LinkedIn organic (50.000 executives)
-  LinkedIn targeted advertisements
-  LinkedIn Jobs
-  Facebook targeted advertisements
-  Instagram targeted advertisements
-  X targeted advertisements
-  Google targeted advertisements
-  Google Jobs
-  Instagram Ads

**Our marketing team increases search conversion with individually targeted candidates. Fully GDPR compliant.**







# Great stories attract great people


Rich candidate packs drive conversion



Vacancy

## Head of Analytics Transformation for Finance

**ASML**



ASML is the global leader in advanced technology systems for the semiconductor industry and is experiencing significant growth. The Head of Analytics Transformation for Finance is responsible for the digital analytics strategy and Finance Team. This is an excellent opportunity for a hands-on, strategic data professional to make a lasting impact on the future on this fast-growing global tech leader.

### Requirements

- Master's degree in relevant field
- 15+ years' work experience
- Multiple years in leadership role
- Track record in driving analytics transformation in a large-scale corporate environment
- Fluent in English

📍 Veldhoven  
📅 Minimum of 15 years' experience

1 TOP OF MINDS EXECUTIVE SEARCH | ASML



About the company

**ASML**

With headquarters in The Netherlands, ASML is a high-tech company that gives the world's leading chipmakers the power to mass-produce patterns onto silicon. They manufacture complex lithography machines that chipmakers use to produce integrated circuits, or computer chips. In thirty years, the company has grown from a small start-up into a multinational company with more than sixty locations across Europe, Asia and the US.

"In 2022, which was another strong year for us, we achieved total net sales of 21.2 billion euros, a gross margin of more than fifty percent, and a record order backlog of 40.4 billion euros," - Peter Wennink, CEO of ASML

To develop these machines and continue its exciting growth journey, ASML brings together some of the most creative minds across the world in engineering, physics, mathematics, computer science and chemistry. ASML's headquarters are located in Veldhoven. The Netherlands, and the organization employs forty thousand people across various countries.

Because ASML spends more than two billion euros per year on R&D, its teams have the freedom, support and resources to experiment, test and push the boundaries of technology. They work in close-knit, multidisciplinary teams, and listen to and learn from each other.

1 TOP OF MINDS EXECUTIVE SEARCH | ASML



The Head of Analytics Transformation for Finance reports to the ASML Corporate Controller, and joins the Corporate Control Leadership Team. They are also part of the extended Finance Management Team as a role model and trusted advisor for their peers. They will lead a growing team of twenty-five direct reports, including Program Managers and Data Analysts, and will have regular reports of Developers and Data Scientists, that work on the transformation projects.


The position is an ideal fit for a seasoned, hands-on transformation manager or director with a strategic focus and relevant experience in data analytics and architecture. They will connect finance with information architecture strategy and drive the analytics of a world-leading, fast-growing tech company to the next level.

"The Head of Analytics Transformation for Finance leads the team and advances analytics, both within finance and on the higher level of architecture strategy."

Keen Huismans, Head of Finance of ASML

**Interested?**  
ASML is working with Top of Minds to fill this vacancy.  
To express your interest, please contact Jeanette van der Pijl at [jeanette.vanderpil@topofminds.com](mailto:jeanette.vanderpil@topofminds.com)

1 TOP OF MINDS EXECUTIVE SEARCH | ASML



Vacancy

## Head of Analytics Transformation for Finance

ASML is taking analytics to the next level across the entire company, including its Finance team. The Head of Analytics Transformation for Finance is responsible for analytics within the finance organization and company-wide distributed analytics network, and shapes ASML's journey toward data-driven finance.

Due to ASML's stellar growth, its architecture, processes, and systems need to keep up. In general, this means defining a value-driven finance analytics roadmap, connecting ASML's overall objectives to the finance strategy, and driving value creation by delivering actionable insights, while leading the team day for day activities. These include dashboarding and reporting (delivering the data-driven financial insights), integrating data sets, process automation, and creating relevant insights through machine learning models.

Specifically, the Head of Analytics Transformation for Finance will set the strategy for future finance information in the architecture landscape and drive advancement of the current architecture. In alignment with the Chief Data Officer, they will also be responsible for continuously updating and improving the Data Analytics tooling and methods based on technological developments and business needs. In short, the Head of Analytics Transformation for Finance plays a pivotal role in understanding and defining how the analytics organization will keep up with the company's progress.

1 TOP OF MINDS EXECUTIVE SEARCH | ASML



# Transparent Executive Search improves output

Three key benefits of transparency



## 1. Quality

We combine traditional headhunting with the large reach and intensity of targeted, online marketing.

This yields more candidates to choose from, resulting in better matches.



## 2. Diversity

Our marketing extends far beyond the old boys network.

Rather than inviting a small group of regulars to apply, we send an open invitation to everyone – including the less obvious candidates.



## 3. Speed

Headhunting is a slow process.

Adding the power of hyper-targeted online marketing enables to bring you the first two candidates within two weeks time.

# The core of our work is still relationship building

But we seamlessly integrated the online candidate journey

## Online marketing

through hyper-targeted **online engagement**, we connect with thousands of professionals every day

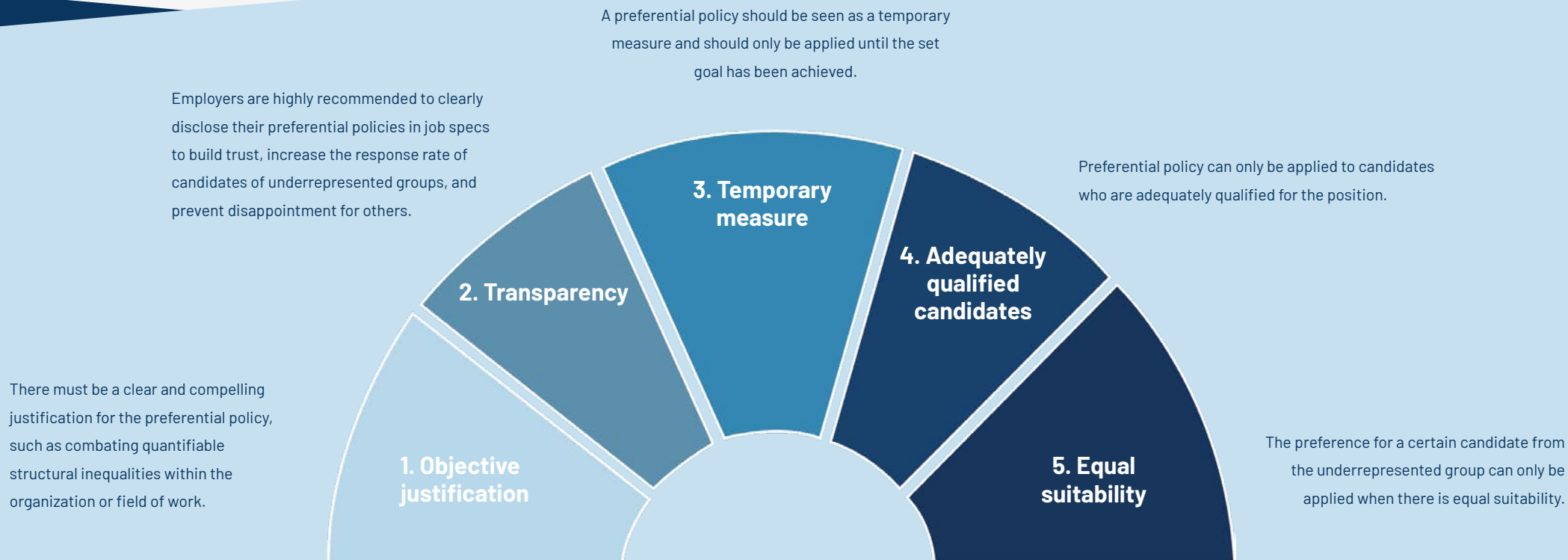
## Personal activation

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



# We specialize in Diversity Recruitment

Transparent Executive Search boosts diversity. During the process we will help you comply with all relevant regulations.





# Our Executive Search process is agile

With 3 sprints of two weeks

|             | Start  |   | Search & Selection  |   |     | Closing                             |                        |
|-------------|--|---|---|---|-----|-------------------------------------|------------------------|
| When        | 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         | Top of Minds + Client  | Top of Minds, with feedback from Client   | We use our warm network, research team and extensive reach of our individually targeted online marketing  | <b>1<sup>st</sup> round</b><br>Top of Minds<br><br><b>2<sup>nd</sup> round</b><br>Client, facilitated by Top of Minds |     | Client, facilitated by Top of Minds |                        |
| Deliverable | Solid grasp of the role + context<br><br>Defining diversity priorities if relevant | Candidate Pack<br><br>Interview Scorecard | <b>Sprint 1:</b> a quick yield from our network of active candidates<br><br><b>Sprint 2:</b> candidates from our marketing campaigns<br><br><b>Sprint 3:</b> the results from traditional headhunting | Offer to preferred candidate or a revised scorecard   |     | Finalized job offer                 | Hire and Starting date |

# Our shortlists are concise and to the point

and can include an optional competency based e-assessment

## TOP 5 CANDIDATES

**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.

**Core task:**  
Facilitate scalability  
by reducing  
organizational  
complexity

## PREFERRED CANDIDATE



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

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

## Elements of a 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.



**Matched on  
intelligence**

## 4. References

We operate on a network of trust and 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 – € 10.000, ensuring focus and commitment.**

## Success fee

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

**Our success fee is 27% of the first annual salary including bonus. 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 4 offices in 3 European countries

Ready when you are



## **M Amsterdam**

Prins Hendriklaan 56  
1075 BE Amsterdam  
The Netherlands



## **M Rotterdam**

Maastoren, Wilheminaakade 1  
3072 AP Rotterdam  
The Netherlands



## **M Frankfurt**

Grüneburgweg 58-62  
60322 Frankfurt am Main  
Germany



## **M Madrid**

Calle Marques de la Ensenada 2,  
planta 4, 28001 Madrid  
Spain

# We have a specialist in every field

And they're all digital natives



**Auke Bijnsdorp**  
Managing Partner



**Janko Klaijsen**  
Founding Partner



**Marlies Hoogvliet**  
Partner



**Roland Vetten**  
Partner



**Annelijn Nijhuis**  
Partner



**Vivian Linker**  
Partner



**Ian Dove**  
Managing Director Interim Solutions



**Imke Peters**  
Managing Consultant



**Martine Francken**  
Managing Consultant



**Gijs Millaard**  
Managing Consultant



**Hayke Tjemmes**  
Managing Consultant



**Catherine Visch**  
Managing Consultant



**Jessica Lim**  
Consultant



**Vivian den Dekker**  
Consultant



**Emily Olij**  
Consultant



**Marc Mohr**  
Consultant



**Charlotte Braat**  
Consultant



# We have a specialist in every field

And they're all digital natives



**Emma de Wit**  
Senior Associate



**Max van Velthoven**  
Senior Associate



**Lidewij Kusters**  
Senior Associate



**Sophie Jansen**  
Associate



**Frederique Duijnstee**  
Associate



**Linde Valk**  
Associate



**Claire den Beer  
Poortugael**  
Associate



# We have a specialist in every field

And they're all digital natives



**Susanne Tonnar**  
Managing Partner



**Oliver Tonnar**  
Managing Partner



**Julia Diehm**  
Consultant



**Ana Moya Morales**  
Managing Partner



**Julia Besa**  
Senior Research Assistant



**Carlos Aguirre**  
Senior Research Analyst



**Stephanie Stuit**  
Managing Director Rotterdam



**Hayke Tjemmes**  
Managing Consultant



**Annika Jehle**  
Research Assistant



**Anna Bonge**  
Associate



**Anastasia Maul**  
Research Assistant



**Isabela de Miguel**  
Research Analyst



**José Bracho**  
Research Analyst



**Angel Segarra**  
Business Writer



**Jessica Lim**  
Consultant



**Cathlyn tshi**  
Senior Associate



**Tatjana Horn**  
Business Writer



**Selina Högele**  
Research Assistant



**Thorsten Albrecht**  
Business Writer



**Eline van Nes**  
Photographer



**Sara Petruzzo**  
Business Writer



**Lars Verhagen**  
Research Assistant



**Sjoerd Faber**  
Research Assistant

# Our support team

Will market your story like no one else can



**Lubbe Bekkering**  
CFO



**Remco Barbier**  
Interim Marketing Director



**Else Schaapman**  
Art Director



**Lente Dobbelaar**  
Marketing Manager New Ventures



**Melvin Bertelkamp**  
Graphic Designer



**Noa Brekermans**  
Designer & Online Marketeer



**Madelief Hegge**  
Marketeer



**Rose Kaarsemaker**  
Office Manager



**Martijn van Wingen**  
Operations Manager



**Tim Westerterp**  
Operations Assistant



**Marthe Heinen**  
Online Marketing Manager



**Rochelle van der Drift**  
Marketing Assistant



**Susan van Wittmarschen**  
Finance Manager



**Kristel Schipper**  
Financial Administrator



**Julius Peeraer**  
Senior Financial Controller



**Colin Mulders**  
Finance Assistant



**Tijn Schoorlemmer**  
Finance Assistant



# Our research team

Can find anyone, anywhere



**Tomas Doppenberg**  
Team Lead Research (NL)



**Jesse Mulder**  
Research Assistant



**Mirre Agterhuis**  
Research Assistant



**Kanne Noordhof**  
Research Assistant



**Charlotte de Sousa  
Nascimento**  
Research Assistant



**Jess Lange**  
Research Assistant



**Quitijn Mohr**  
Research Assistant



**Cato Geraads**  
Research Assistant



**Fee Martens**  
Research Assistant



**Daria Handziuk**  
Research Assistant



**Feline van Engelen**  
Research Assistant



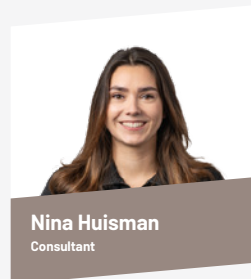
**Maxime van den Akker**  
Research Assistant



**Juliet Appel**  
Research Assistant

# Our PA Bureau

Is all about finding the perfect professionals for business-support



## ChapterData

Connects the sharpest professionals to meaningful assignments



# Lichtblauw

Working together on the energy transition





# Our track record

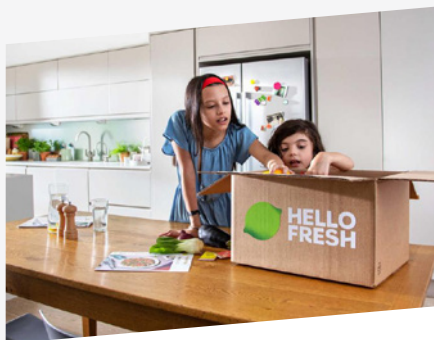
Some of our recent placements, organized by function and by sector

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



# Analytics

Recent placements



**Associate  
Director Culinary**  
€80 - €100K



**Project Manager  
Analytics**  
€120 - €140K



**Lead Partner Acceptation**  
< €80K



**Analytics Manager**  
€100 - €120K



# Consulting exit

Recent placements



**Chief of Staff**

€120 - €140K

**atida**



**(Senior) Strategy Manager  
of Sourcing**

€160 - €180K

**ASML**



**Commercial  
Analytics Manager**

€80 - €100K

**adyen**



**Strategy Manager**

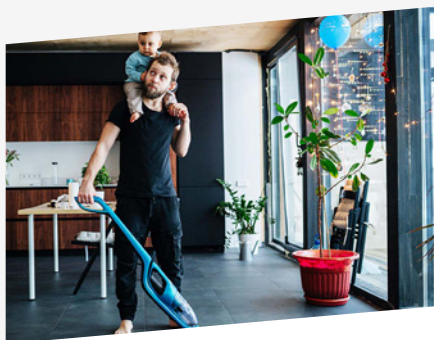
€80 - €100K

**MEATABLE**



# E-commerce

Recent placements



## Commercial Manager

€140 - €160K

**bol.com** 



## Global Director Customer Experience

> €180K

**Adevinta**



## E-commerce Director

€160 - €180K

**ALPINE**  
HEARING PROTECTION



## Director E-commerce

€140 - €160K

**KRAMP**

# Finance

Recent placements



## Chief Financial Officer

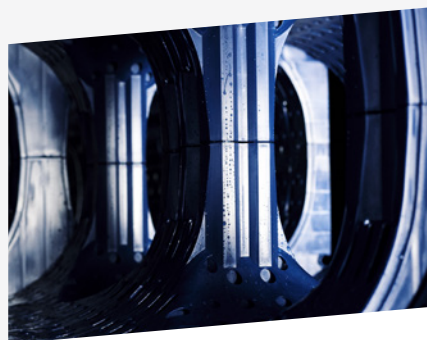
€120 - €140K



## CFO

€120 - €140K

zuiver<sup>o</sup>



## Finance Director EMEA

€140 - €160K



## Finance & Control

€140 - €160K



# General management

Recent placements



**Managing Director**

€160 - €180K

LOAVIES



**CEO**

> €180K

AMACOM  
THE AMAZING COMPANY



**CEO**

> €180K

Hartman



**CEO**

€140 - €160K

Yoni

# HR

## Recent placements



### Chief HR Officer

€160 - €180K



### People & Culture Lead

€140 - €160K



### Head of People Analytics

€140 - €160K



### Global Head of HR Operations

€120 - €140K





# Interim

Recent placements



**Interim Head of Marketing**



**Interim Head of Supply Chain**

**Otrium**



**Interim Chief Marketing Officer**



**Interim PR & Communications Manager**

Lightyear ∞

## IT

## Recent placements



**Director Digital Product  
Development**  
> €180K



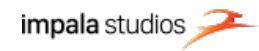
**Director Software  
Engineering**  
> €180K



**Corporate Director IT**  
> €180K



**Head of Technology**  
€120 - €140K





# Marketing

Recent placements



## Brand & Product Officer

€140-160K



## CMO

> €180



## Marketing Director

€100 - €120K



## International Marketing Director

€100 - €120K




# Operations

Recent placements



## Operations Director

€140 - €160K

 Smurfit Kappa



## Regional Manager

€120 - €140

MARIE-STELLA-MARIS  
CARE FOR WATER



## Chief Operations Officer

> €180K

 DIMENCO



## Head of Operations

€100 - €120K

 pietepot

# Product

Recent placements



**Director Digital Product  
Development**  
> €180



**B2B Product Lead**  
€100 - €120K



**Director of Product**  
€120 - €140K



**Director of Digital Products**  
€120 - €140K



# Sales

Recent placements



**CCO**

> €180K

**INTERGAS**



**International Sales Director**

> €180K



**Sales Director**

€100 - €120K



**Commercieel Directeur**

€160 - €180K

**SWISS-SENSE**

# Scale-ups

Recent placements



**COO**

€120 - €140K

 **SATELLIGENCE**



**VP of Global Expansion**

€120 - €140K

**Smiler**



**COO**

€100 - €120K

**POM**  
AMSTERDAM



**Commercial Director**

**techleap.nl**



# Strategy

Recent placements



## Director Corporate Strategy

€160 - €180K

**ASML**



## Director Strategy & Business Development

€80 - €100K



## Director Strategy & Transformation

€160 - €180K



## Strategy Officer

€160 - €180K





# Consulting

Recent placements



**Consultant**

€80 - €100K

**BAIN & COMPANY** 



**Director**

€120 - €140K

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



**Senior Consultant**  
**Manufacturing Excellence**

< 80K

**EY**   
Building a better  
working world



**Consultant**

€80 - €100K

**BCG**  **BOSTON  
CONSULTING  
GROUP**

# Consumer

Recent placements



**General Manager - Europe**

€160 - €180K

KINTO



**Marketing Directeur**

€100 - €120K



**CDO**

€160 - €180K



**Director Strategy**

€140 - €160K



# Energy

Recent placements



**Digital Marketing &  
Communications Manager**

€100 - €120K



**Head of Business Control &  
Accounting**

€100 - €120K



**Commercieel Manager**

€80 - €100K



**Strategy Manager**

€100 - €120K



# Financial services

Recent placements



## **Digitaal Strategie**

€80 - €100K



## **Digital Transformation Manager**

€100 - €120K



## **Head of Growth Investment Products NL**

> €180K



## **People & Culture Lead**

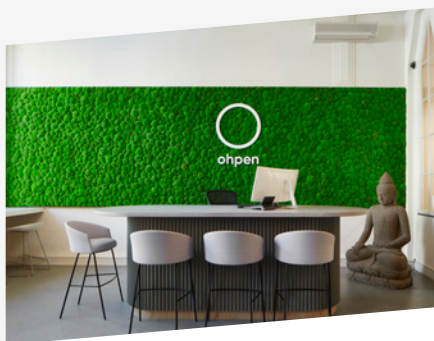
€140 - €160K





# Fintech

Recent placements



## Head of People Operations

€100 - €120K



## Account Executive

€80 - €100K

fourthline



## Business Development Manager

€80 - €100K



## Co-Founder

€80 - €100K



# Health

Recent placements



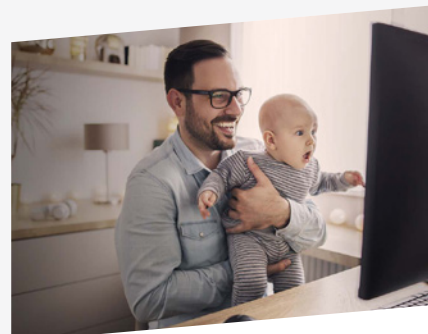
## Business Controller

€80 - €100K



## Head of Strategy & COO

€140 - 160K



## Chief Operations Officer

€80 - 100K



## Senior Adviseur Strategie & Innovatie

< €80





# Legal

Recent placements & Legal Career Guides



## Legal Counsel

€80 - €100K



## Chief Legal Officer

> €180K



## Kandidaat-Notaris

€80 - €100K



## (Senior) Associate

€100 - €120K



# Leisure

Recent placements



## Marketing Director

€80 - €100K



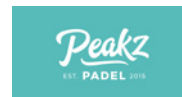
## Managing Director B2B

€80 - €100K



## Chief Marketing Officer

€100 - €120K



## Chief Product officer

€140 - €160K



SPORTCITY.

# Logistics

Recent placements



**Head of Sales**

€120-€140K



**General Manager**

€80 - €100K

**budbee**



**Senior Manager  
Operations Strategy**

> €180K

**flexport.**



**CCO**

€100 - 120K

**valcon**

# Private equity

Recent placements



## Investment Manager

€100 - €120K

**ecorus**  
harvesting nature's energy



## Financial & Impact Controller

€80 - €100K

 **rubio**  
impact ventures



## Associate Digital Director

> €180K

 **Investment  
Partners**



## Leadership Development Program

€80 - €100K

 **HAL Investments**



# Sustainability

Recent placements



**CCO**

€160 - €180K



Solar Monkey



**Recycling Strategy  
Manager**

€100 - €120K



**Chief Operations Officer**

€120 - €140K



**Marketingmanager Retail**

€80 - €100K





# Technology

Recent placements



**(Senior) Manager Corporate  
Strategy**  
€120 - €140K

**ASML**



**Senior Online Sales  
Strategist**  
< €80K

**PHILIPS**



**Proposition Manager**  
< €80K

 **Samotics**



**Sr. Business Developer**  
€140 - €160K

  
**VanderSat**



TOP OF MINDS

