

# Holland Dairy - CEO

## Requirements:

- 10+ years of experience
- Hands-on strategic thinker
- Experience in managerial role
- Confident team leader able to execute a long-term vision
- Effective communicator and good stakeholder manager
- Analytical and a creative problem solver

**Veris Investments is an independent investment company supporting businesses that contribute to the food value chain in Sub-Saharan Africa, including Holland Dairy, which produces high quality dairy products in Ethiopia. The CEO will implement growth strategies across this fast-growing organization to scale up production capabilities, increase sales and drive profitability.**

## About Holland Dairy

At Holland Dairy, the idea is simple: to buy raw milk directly from Ethiopian farmers for a fair price. Then, the milk is processed in the own factory in Debre Zeit into a variety of high-quality dairy products, which are delivered – every 48 hours – directly to hundreds of shops; a highly fragmented sales market.

Holland Dairy was founded in 2009 by Dutch entrepreneurs. It is currently supported by Veris Investments and Friesland Campina, respectively a Dutch food- & agri-business investor and one of the largest European dairy companies.

Growing from start-up to scale-up, Holland Dairy has experienced high growth over the last years and expanded the team to 300 FTE. Now is the time to further strengthen all processes and develop into a mature organization.

Holland Dairy has a strong market position in the Ethiopian dairy market with a focus on high-quality yogurt. After a full rebrand in 2021, this is a premium brand with strong brand equity throughout Ethiopia.

## Vacancy: CEO

Holland Dairy is ready for the next step in its ambitious growth path and further professionalize along the way. The CEO has a vision to execute this path and is ready to play a hands-on role in this fast-growing business. They will immerse themselves to become an expert on the dairy market in Ethiopia, driving the strategic direction of the organization.

The CEO understands how to manage a company strategically and effectively. They will take ownership of all aspects of the business including finance, legal, supply chain, production and sales. The CEO will confidently lead Holland Dairy's

management team which includes a mix of expats and local talent representing the commercial, production, supply, finance and HR departments. Leveraging existing knowledge and business strategies, in combination with their own innovative ideas, the CEO will set milestones, and implement structured and streamlined processes, enabling smooth financial, business and supply chain operations.

They actively invest in building strong relationships. The CEO will work closely with various external stakeholders including city and government officials, social and political groups, as well as with internal teams to understand challenges and identify opportunities for improvement and growth.

Analytical and proactive, the CEO pays close attention to detail and implements creative solutions to any problems which arise. Working closely with the CFO, they will monitor company performance and track local trends, utilizing data to implement strategies which stabilize sales cycles and maximize growth.

The CEO will set the tone from the top, creating an inclusive and inspiring work environment for all Holland Dairy employees. They will build the team and guide them with confidence, also making strategic hiring decisions to enhance the current capabilities, enable high performance, and ensure the business operations run smoothly.

**“Holland Dairy’s market potential is huge. Capturing the market is down to strategy and execution which the CEO can make happen. Leading the company hands-on and executing the long-term strategic vision to continue growth will not only make an impact on the company, but on the broader economy and food system in Ethiopia as well.” – Juliette de Wijkerslooth, Investment Principal Veris Investments**

This is an exciting opportunity for an adventurous and analytical individual with a strategic mindset and experience leading diverse teams and navigating complex environments. The candidate should be prepared to relocate to Ethiopia and be keen to make a longer-term commitment.