



Booking

# Managing Director

## Help Build the Leading Campsite Booking Hub in Europe

Are you an entrepreneur, product strategist, and builder all in one? Do you thrive on growing digital platforms, leading teams and stakeholders, and creating commercial impact? Then this could be your next challenge.

In 2021, market leaders ACSI and Camping.info established ACSI Camping.info Booking B.V., a Joint Venture with an ambitious mission: to build and scale Europe's leading booking platform for campsites. To lead the next stage of growth, we are looking for an entrepreneurial Managing Director who can make a real difference and lead the way.

## Your Challenge

You will join at a pivotal moment. The foundation is in place. Now it is time to unlock the platform's full growth potential.

As Managing Director, you will have overall responsibility for the strategy, product development, commercial growth, operations and financial performance of the Joint Venture. You will run the Joint Venture as a business, balancing long-term growth ambitions with commercial performance, operational excellence and financial discipline. You will report to the shareholders of the Joint Venture and operate within a clear, agreed mandate and governance framework. This is a non-statutory Managing Director position. You will be accountable to them for the performance and development of the business. Within this mandate, you will have the autonomy to set direction, make decisions, establish priorities and translate ambitions into tangible results.

You will operate at the intersection of technology, commerce, and operations. You will lead not through hierarchy, but through vision, influence, and a strong results-driven mindset.

This is a hands-on leadership role with a strong Product Owner component. You will take ownership of the product vision and roadmap, set development priorities, and have the digital and technical understanding to engage effectively with developers and technical specialists, challenge assumptions and make well-informed product and technology decisions.

You will operate in a lean, high-impact environment, directly leading a dedicated Booking Support Team of approximately 5 FTE and working with external development capacity and the expert teams of ACSI and Camping.info. You will drive results through influence, collaboration, and entrepreneurial leadership.

Our goal? To accelerate the growth of bookable supply, booking value and conversion,



while transforming the platform into a scalable and sustainably profitable European player for campsites, travelers and its partner OTAs.

## **What Will You Do?**

### **You Will Shape the Future of the Platform**

- Own and manage the product and IT roadmap.
- Prioritize development initiatives based on customer value, commercial impact and growth potential.
- Lead and manage external software development partners, ensuring clear priorities, effective use of development capacity, quality and timely delivery.
- Lead the dedicated Booking Support Team at ACSI.
- Continuously improve platform quality, reliability, security, user experience, and scalability.

### **You Will Drive Commercial Growth**

- Develop and strengthen distribution through OTA partners and other relevant channels, maximizing the commercial potential of bookable inventory.
- Develop strategies to expand the portfolio of contracted campsites.
- Increase bookable inventory availability and conversion rates.
- Identify and develop new business models and growth opportunities.
- Own the commercial business case and drive sustainable revenue growth and profitability.
- Work closely with the sales organizations of ACSI and Camping.info to align bookable supply, distribution and growth opportunities.

### **You Will Drive Operational Excellence**

- Ensure a seamless booking journey for campsites and guests.
- Optimize onboarding, support, and operational processes.
- Drive service quality, efficiency, and customer satisfaction.
- Manage contracts with campsites and channel managers.
- Oversee commission statements and invoicing processes carried out by the external Finance Team.

### **You Will Ensure Financial Performance**

- Prepare budgets and forecasts for the Joint Venture.
- Monitor revenue, margins, and costs.
- Report to the shareholders on strategy, financial and commercial performance, key investments and business priorities.



- Own the business plan and translate strategic ambitions into financial and commercial targets.
- Build a scalable and lean organization, shaping the team and capabilities required for the next phase of growth.

## Who Are We Looking For?

We're looking for an entrepreneurial leader who sees opportunities where others see complexity. Someone who can develop strategy while also rolling up their sleeves to deliver results.

### What You Bring

- Bachelor's or Master's degree level, or equivalent working and thinking ability.
- Extensive relevant experience in digital platforms, SaaS, e-commerce, OTAs or travel technology, with a proven track record in senior leadership and end-to-end business responsibility.
- Strong experience in digital product management and working with software development teams.
- Strong understanding of digital marketplaces and booking platforms.
- Strong financial and analytical skills.
- Proven experience in leading teams and managing complex internal and external stakeholder relationships.
- Excellent command of Dutch and English.
- Proficiency in German is considered an advantage.
- Willingness to travel internationally when needed.

### You Are

- Entrepreneurial and results-oriented.
- Strategically strong yet pragmatic.
- Curious about technology and innovation.
- Decisive and independent.
- A natural connector and relationship builder.
- Able to influence and persuade others without formal authority.

## What Makes This Role Unique?

- The opportunity to shape a European scale-up within an established market.
- Direct collaboration with the international and professional teams of the shareholders of two strong international brands: ACSI and Camping.info.
- Visible impact on strategy, product, technology, and revenue.



- A high degree of autonomy, responsibility, and entrepreneurial ownership within a clear mandate from the shareholders.
- A role in which you can genuinely build sustainable growth at the heart of the European camping market, helping campsites attract and manage bookings from travelers across Europe through one of the industry's most influential booking ecosystems.

## What We Offer

- A competitive remuneration package that reflects the seniority, responsibility and entrepreneurial nature of the role.
- A performance-based variable component linked to the sustainable growth and financial and commercial performance of the Joint Venture.
- An attractive benefits package.
- Partial remote working.

## Location

Andelst, The Netherlands, with the possibility of partial remote working.

## Ready to Build?

Are you the entrepreneurial Managing Director who can take a promising platform to the next level? We look forward to hearing from you.

**Step in, take the lead, and help shape the future of campsite bookings in Europe.**