



HAYPP GROUP

Position Brief

Vice President of Acquisition, US  
Haypp Group



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# About Haypp Group

## Overview

The Haypp Group addresses one of the world's biggest problems – how to end smoking. There are 1.1 billion smokers in the world. Around 8 million people die every year from smoking-related diseases. Haypp Group's goal is to significantly reduce death rates, save lives, and inspire people to choose healthier enjoyment by offering consumers a safer nicotine alternative through our online retail channels.

Haypp Group is a leading e-commerce company with ten store brands, present in six countries, serving more than 680,000 active consumers. With headquarters located in Stockholm, Sweden, Haypp Group are an innovative and fast-moving company that is growing rapidly, driving sustainable business, and changing the world in the process. They are currently on an exciting expansion journey, converting more and more smokers to healthier alternatives across all of their markets globally.



# The Position

## Overview

The Vice President of Acquisition will be a strategic and commercially-focused DTC leader, responsible for developing and executing comprehensive customer acquisition strategies to drive scalable and sustainable growth in the US smoke-free nicotine product market. The VP will oversee performance marketing, paid media, SEO, partnerships, and new channel development. You will report to the President & CEO for the US and work closely with the Vice President of Brand to ensure the acquisition strategy is targeting long-term high-quality customers to achieve sustainable growth for the US business.

## Duties & Responsibilities

- Full ownership of Haypp Group's acquisition strategy for the US market, developing and owning the customer acquisition strategy across all paid and organic media channels.
- Responsible for achieving significant growth targets, specifically aiming to increase market share from 2.5% to 12.5% growth in the US nicotine pouch market.
- Oversee and optimize performance marketing initiatives across all platforms, including Google, YouTube, programmatic and emerging platforms.
- Lead, motivate and engage teams of in-house and agency marketing professionals and work with cross-functional teams to develop and implement cross-channel campaigns that reach new & existing audiences.
- Use data and analytics to continually track, measure, and optimize marketing performance, making data-driven decisions to improve conversion, CAC, and ROI.
- Establish and manage channel budgets, forecasting, and KPIs to ensure efficient customer acquisition and ROAS.
- Collaborate with creative and product marketing teams to align messaging and content with performance goals.
- Identify and unlock new acquisition opportunities including new platforms, geographies, and strategic partnerships.
- Present acquisition strategy, performance, and insights to executive leadership and board stakeholders.
- Build strong working relationships with internal stakeholders and colleagues in Sweden to share lessons and best practices.





# The Candidate

## Overview

Happy Group is seeking a Vice President of Acquisition, US, who is analytical, strategic, and forward thinking. The ideal candidate is a proven innovator in marketing with an ability to effectively lead a team to execute compelling acquisition marketing strategies in a digitally native environment. This leader must be able to balance the required technical expertise with a collaborative nature, engaging leadership style, and a entrepreneurial mindset.

## Competencies & Areas of Expertise

- Strong understanding of data analytics, digital marketing technologies, and the ability to use data to inform decision-making.
- Excellent communication and interpersonal skills, with the ability to effectively communicate with stakeholders at all levels of the organization and externally.
- Strong leadership skills, with the ability to inspire and motivate a team to achieve common goals.
- Ability to be dynamic, flexible and to make quick but insightful adjustments
- Proven ability to think creatively, take calculated risks, and drive results in a fast-paced, rapidly changing environment.

## Essential Qualifications

- Extensive customer acquisition experience working in a direct marketing environment particularly in online and performance channels, with a track record of success in driving growth and engagement.
- Direct experience of analytics-based decision-making where success is measured in terms of customer, revenue, and profit growth.
- Proven experience building and leading high-performing acquisition teams and collaborating with cross-functional teams to develop and execute marketing strategies.
- Ability to manage a large customer acquisition budget.
- Entrepreneurial mindset, possessing both US and international operational awareness.
- Experience working in regulated industries is a plus.



- Bachelor's degree in Marketing, Business, or a related field required; Master's degree preferred.

### Location

This position is based in Arlington, VA (Washington DC Metro Area)



# About Odgers Berndtson



Odgers Berndtson Executive Search is a leading global executive search firm, assisting private and public sector organizations find the highest caliber, people, for senior management appointments across North America and internationally.

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Our reputation at the top of the executive search profession is over 50 years old. With offices in over 60 cities worldwide, our experienced executive search specialists operate with absolute discretion, integrity, and care, and are expert in finding exceptional individuals for challenging roles.

## WE ARE GLOBAL

We have the support of an excellent international network of offices on the ground expanding across more than 30 countries globally.

## Contact Information

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