

Job Specification

Marketing Director



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About Optics11

[Optics11](#) is a pioneering scale-up at the forefront of fiber-optic sensing technology, delivering groundbreaking solutions in several different areas such as the energy sector and defense industry (underwater security). The company operates with two dedicated market teams—each focused on one of these domains—and offers three core products: two for Underwater Security and one for the Energy sector. With a strong foundation in R&D and a rapidly growing commercial focus, the company is scaling fast, backed by significant venture capital and a clear strategic roadmap.

OptiFender is Optics11's flagship solution for the energy sector, designed to monitor and localize Partial Discharge (PD, the earliest indicator of upcoming asset failures) in high-voltage assets like transformers. It combines fiber-optic acoustic sensing with advanced software analytics to deliver a powerful, predictive maintenance tool.

OptiFender enables utilities and service providers to monitor transformer health without opening or decommissioning the equipment. This reduces operational risk, avoids costly outages, and extends asset life. Unlike conventional systems that only detect the presence of PD, OptiFender can pinpoint the exact location of the issue. With a growing scarcity in PD engineers, this allows for targeted interventions and significantly improves maintenance efficiency.

Europe's growing reliance on its power infrastructure requires resilience against threats. As the base of high-voltage (HV) transformers ages - 40% of Europe's 90,000 HV transformers have exceeded their lifespan - and with orders for new transformers full until 2030, production will not match demand. Hence, utilities face increasing pressure to improve reliability, reduce maintenance costs and extend the life of critical infrastructure. OptiFender directly addresses these needs by enabling data-driven, condition-based maintenance—a major leap forward from traditional reactive or scheduled approaches.

Besides the sensing hardware, the OptiFender system includes a cloud-based analytics platform that interprets sensor data and provides actionable insights. This SaaS component enables scalable deployment and recurring revenue opportunities.

Strategy

The current CEO of Optics11, Paul Heiden, joined in 2024 and is transitioning the company from a more research-driven organization into a commercially mature scale-up. With a focus on two core market teams, Energy and Underwater Security - which form the commercial core of the

company - Optics11 is investing heavily in go-to-market capabilities, productization and scalable growth. Just earlier this year, the company closed another [funding round](#) to further foster this growth. The strategic ambition is to scale the Energy market to EUR 90 Mio revenue by 2030. To achieve this, Optics11 is focusing on the following key growth areas:

1. Commercialization

Accelerate adoption of the OptiFender solution in the high-voltage infrastructure market. Educate the market on the value of predictive maintenance and fiber-optic PD monitoring. Build a scalable, indirect go-to-market model through service partners who serve Transmission System Operators (TSOs).

2. Data-Driven Revenue Operations

Establish a data-first marketing and sales engine to drive lead generation, qualification, and conversion. Use marketing automation and CRM to optimize funnel velocity and ROI.

3. International Expansion

Expand commercial activities across Europe, Asia and North America. Grow the partner ecosystem.

4. Productization and SaaS Upscaling

Continue developing the software layer of OptiFender to enable a scalable SaaS model. Leverage software intelligence to increase customer lifetime value and recurring revenue.

5. Organizational Maturity

Build out the commercial organization, including marketing, sales, and product management. Foster a culture of accountability, speed, and continuous improvement.

Culture

Optics11 fosters a pragmatic, agile, and go-getter culture. The team is highly international (80% non-Dutch), with a strong emphasis on ownership, speed, and collaboration. Initiative and autonomy are valued, and success is defined by the ability to deliver results in a fast-paced environment. With a strong background in R&D combined with the technical nature of the product, the majority of the employees have a highly academic and technical pedigree. The company values people who are hands-on and capable of navigating complexity with a positive, solution-oriented mindset.

The Position

Position: Marketing Director
Location Headquarters: Amsterdam
Reports to: Coco Geluk, Managing Director Energy

Role Overview

With the recent restructuring of the company into two market teams, the current Marketing Director has stepped into the leadership position for the Underwater Solutions market, hence opening the Marketing Director position for Energy.

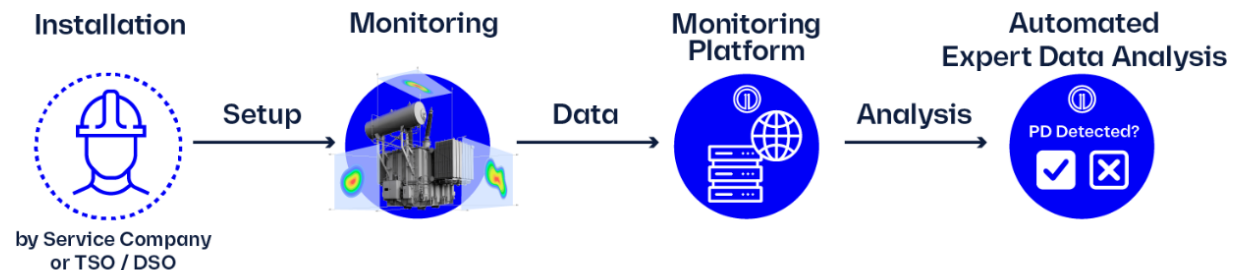
The Marketing Director Energy will be responsible for building out a modern, data-driven marketing function and will play a pivotal role in shaping and executing the company's commercial growth strategy. There is a strong foundational marketing base, Optics11 is already present at conferences, engaging with key stakeholders, and they have built strong credibility through key opinion leaders. The ambition is to evolve marketing into a strategic growth lever with a direct impact on topline performance. Hence, this position will be responsible for all marketing activities, optimizing the marketing mix across offline and digital channels to achieve the most effective audience targeting, with a focus on user acquisition, activation, retention, and maximizing customer lifetime value.

At the top of the funnel, marketing will be expected to translate technical product knowledge into compelling content that resonates with a highly specialized B2B audience. Subsequently, the Marketing Director focuses on filling the funnel with qualified leads and supporting sales conversion through targeted, measurable campaigns. The role further includes partner marketing, supporting the indirect go-to-market model by enabling service partners to reach and influence Transmission System Operators (TSOs). The Director will also play a key role in shaping the company's positioning in the market—data from client engagement will be used in Product Management and shape the value proposition of the OptiFender product.

The Marketing Director reports directly to the MD for the Energy market team and is part of the Management Team Energy, together with Sales, Product Management, and Client Services.

Key Responsibilities for the role include:

- Develop and execute a scalable B2B marketing strategy aligned with company growth targets.
- Build and lead a high-performing marketing function, including external agencies and specialists.
- Own the full marketing funnel—from awareness to conversion. Implement marketing automation tools and develop campaigns that generate qualified leads and support the sales team with high-quality opportunities.
- Create content that translates complex technical information into compelling, accessible content and into clear value propositions for a highly specialized B2B audience.
- Drive partner marketing initiatives to support Optics11's indirect go-to-market model by co-developing campaigns with service partners.
- Define and track key marketing KPIs to drive decisions and optimize these KPIs such as velocity, conversion, CAC, and ROI.
- Work closely with sales, product, and technical teams to ensure message-market fit and alignment across the customer journey.
- Represent marketing in leadership discussions, bring insights from the market into the organization and help shape strategic priorities.



Requirements

Candidate Profile

The ideal candidate is a hands-on, data-driven marketing leader with a strong track record in B2B marketing of technical products in an international growth organization. They combine strategic thinking with operational excellence and are comfortable working in a scale-up environment. They are digitally savvy, conceptually strong, and capable of translating technical insights into actionable marketing strategies.

It is also essential that this person fits within a company where, due to rapid growth, not all structures are fully in place yet. An environment fueled by high ambition—driven also by investors—to rapidly scale the business and achieve bold growth targets.

Furthermore, they are highly pragmatic, data-driven, and operate autonomously within their domain. The ideal candidate is action-oriented, proactive, and adaptable. Key competencies for this role include entrepreneurial and results-driven, collaborative and connecting, analytical, customer focused and hands-on.

Specific qualifications for the role include:

- Academic background, a technical or scientific pedigree is considered a plus.
- Experience in B2B marketing of technical products and/or SaaS in industrial or infrastructure sectors.
- Demonstration of past successful/sustainable scaling of a B2B (SaaS) Company in a marketing role.
- Proven ability to build marketing functions and implement marketing automation in an indirect marketing setting.
- Strong understanding of the potential and optimal use of online and digital technologies to build an efficiently structured organization.
- Strong analytical skills and familiarity with CRM, data, and performance metrics.
- Excellent communicator with a positive attitude, engaged leadership style, driven team player, and effective stakeholder manager.
- Strategic thinker with a strong focus on execution; a logical thinker who can identify pragmatic short-term solutions that align with long-term strategic goals.
- A self-starter with a steep learning curve. Always looking for ways to add value to the company.
- Entrepreneurial mindset, resilient, and comfortable with ambiguity.
- Fluent in English; Dutch is not required.



Contact

Optics11 is being assisted in this procedure by executive search firm De Vroedt & Thierry. Niekie Jansen, our Tech & Digital Partner, is responsible for the search process.

If you recognize yourself in the criteria mentioned and are interested in this position, we kindly ask you to email your current CV along with a short motivation to info@devroedtenthierry.nl. The application deadline is **July 25th, 2025**. Your response will, of course, be treated with the utmost confidentiality.



Niekie Jansen
Partner Tech & Digital



Mehmet Kaplan
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Liesbeth Houtman
Office Manager