

CEO / CCO



Entrepreneurial – Building new markets – Inspirational leadership
Katwijk – Cuijk (North Brabant)



van de Groep & Olsthoorn

Alucha Works

Our client, Alucha Works BV, based in Katwijk – Cuijk (North Brabant), is a strong scale-up organisation that has developed a proprietary technology to produce circular and biobased products from industrial waste streams such as paper mill sludge (PMS), sewage sludge and other industrial residues.

Alucha is working towards a future where minerals are no longer mined but infinitely recycled. Our pioneering technology turns post-consumer paper waste into high-quality Circular Calcium Carbonate (CCC), a circular filler that comes in different qualities and is suitable for multiple applications across industries such as plastics & rubber, paints & coatings, adhesives & sealants. As the first 100% fully circular alternative to mined (linear) Calcium Carbonate and even fossil Carbon Black, CCC by Alucha is an opportunity to create better. By incorporating CCC, we help businesses minimise their carbon footprint, reduce reliance on primary resources and increase recycled content in their products.

Compared to current practices, the process delivers significant CO₂-equivalent savings, actively contributes to the circular economy, and produces different circular products that can compete commercially with comparable linear products on the market. As a result, Alucha is well-positioned as a frontrunner in sustainability.

Alucha has successfully built a pilot plant that is fully operational at its site in Katwijk – Cuijk, the Netherlands, directly adjacent to the paper sludge supplier. Engineering work on a larger commercial plant is well underway; the project is expected to be completed within the next two years. Members of a steering committee will supervise and support the team throughout the process and help manage the overall project of constructing the plant. Thanks to strong commercial traction, Alucha has been able to develop a unique, circular, and economically attractive business case that is ready to be rolled out over the coming years. With major shareholders Clean Cycle Investments (the investment fund of Laurens Last) and Infinity Recycling on board, Alucha is assured of the financial backing required to realise these ambitious plans in the years ahead.

Revenues are expected to grow significantly in the coming years. The organisation currently consists of approximately 10 FTEs, primarily highly educated technical professionals. To support its targeted growth, the team has grown, particularly on the development and build-operations side.

Alucha is now looking for someone to join the founding team, a group with deep expertise and extensive experience, to help lead the company into its next phase. With promising changes in the company's commercial addressable market, there is a strong need for commercial strength as Alucha enters new, underdeveloped markets. To realise these ambitions, we are seeking a CEO/CCO





CEO/CCO

The CEO/CCO will collaborate very closely with the founder and shareholders. He or She has hands-on scale-up experience and knows how to build markets, win customers, and execute without relying on a big back office. You will motivate and lead the team and further develop the company from start-up into scale-up. The primary focus will be on building the commercial organisation, extending commercial traction, and enabling further international expansion. The development of a robust sales funnel for the new application, the carbon-coated variant of CCC, a bio-based alternative to carbon black, is particularly promising.

In the external aspects of the role, you will build and maintain relationships and partnerships with customers and suppliers. You will work closely with the sales team, technical team, and investment stakeholders to define short-, mid- and long-term objectives, applying a creative yet highly execution-driven approach.



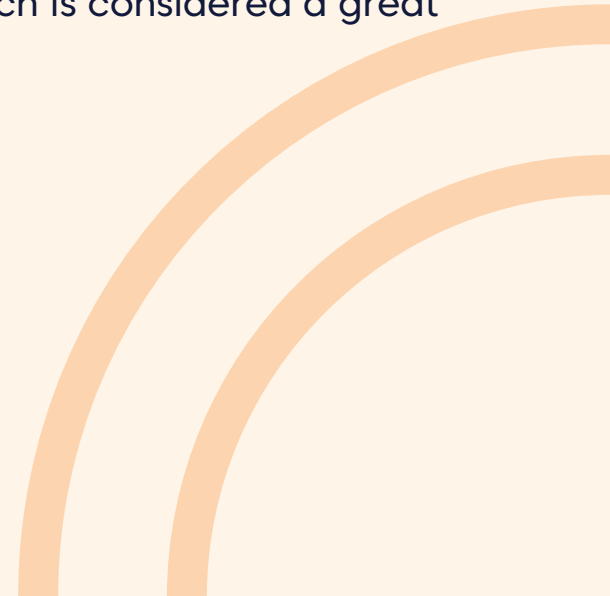


Who are we looking for?

You hold a Bachelor's or Master's degree, preferably in (technical) business administration. You have a strong commercial profile, a talent for technical sales, and at least 8–10 years of entrepreneurial management experience in a relevant field. You know how to sell without brand power, develop customer relationships personally, and build processes from scratch. You can work without functional support teams, but are able to inspire and manage a small team. You speak the language of engineering/production (yields, specs, reliability), as well as customer value language. You are hands-on, do not wait for procedures, and close deals yourself. You can adapt quickly when reality changes and are used to being end-responsible.

In addition, strong leadership skills, strategic insight, financial acumen, project management and people management capabilities are essential. You are charismatic, creative, entrepreneurial, authentic, decisive and results-driven. With these qualities, you act as the inspirational figurehead of Alucha and clearly demonstrate a genuine passion for circularity.

You have demonstrable experience in building and maintaining relationships and are able to translate a helicopter-view perspective into action. You are decisive and do not shy away from making difficult decisions. You show strong perseverance, enjoy complex challenges and are resilient in the face of setbacks, driven by an unwavering belief in Alucha's success. You speak the language of investors and possess strong negotiation skills to close complex deals. You have proven experience in managing shareholders and stakeholders and in exerting positive influence at board level. An excellent command of English, written and spoken, is required; fluency in Dutch is considered a great advantage.





Our client offers

Alucha offers an outstanding opportunity for a candidate seeking a broad, entrepreneurial role with end-to-end responsibility. This is a position with significant exposure, where you will have the opportunity to realise your ambitions over the coming years.

If you are interested in this position, we kindly ask you to contact one of our consultants for more information.

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