



SUZANNE 'T HOOFT

senior retail executive with a proven track record in driving strategic change and achieving operational excellence

Personal information

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Van Aldenburglaan 4
6865BX Doorwerth

11 september 1978

Professional development

Management development program,
Jumbo Supermarkten
2022 - 2023

Training Visual Analyst, Buro Brand
2023

Jumbo Academy - communication and
leadership training
2014 - 2022

GAP Partnership negotiation training
2010

Soft skills

- Analytical
- Result-driven
- Creative
- Talent development
- Stakeholder management

Professional experience

Strategic purchaser a.i.

HEMA, Amsterdam

September 2025 - now

As an interim project manager, responsible for two strategic procurement projects aimed at reducing costs by streamlining the private label process and implementing new RFID technology

Strategic commercial program manager

Jumbo Supermarkten, Veghel

March 2025 - September 2025

Refinement and deployment of new pricing and promotional strategy

Sabbatical

Kralendijk, Bonaire

February 2024 - June 2024

"Workation" on the Carribean island of Bonaire. I contributed to the professionalization of a supermarket on the island, Bondigro - part of Sapias Holding. Focus of the change was assortment optimization, purchasing and format development.

Strategic commercial program manager

Jumbo Supermarkten, Veghel

July 2022 - February 2024

Responsible for the development in collaboration with an external consultant of the multi-year price, promotion and private label strategy.

Head of Commercial Support

Jumbo Supermarkten, Veghel

September 2020 - July 2022

- Member of Management Team Support & Transformation
- Responsible for the teams Assortment & Range, Pricing and Data Entry (36 FTE, 12 direct reports)
- Optimization of commercial processes and IT systems (e.g. Blue Yonder)

Head of Commercial Policy

Jumbo Supermarkten, Veghel

May 2018 - September 2020

- Member of the Management Team Buying & Merchandising
- Responsible for Assortment & Range planning, Pricing and Online Commercial teams (25 FTE, 3 direct reports)
- Policy development regarding private label, assortment range and pricing

Projectmanager Assortment Differentiation

Jumbo Supermarkten, Veghel

September 2017 - May 2018

Responsible for the development and implementation of store assortment profiles that resulted in a targeted data-driven configuration of assortment choices and store lay-outs.

Languages

English	Fluent
German	Conversational
French	Conversational

Awards & Recognition

- Challenge award winner 2014 in collaboration with Perfetti Van Melle
- Challenge Award winner 2013 in collaboration with Heineken
- Jumbo Alpe d'Huzes 2015
- Jumbo Swim2Fight Cancer 2022 and 2024

Awards & Recognition

- Publication Case Study Ahold Africa Sustainable Assistance project
- JDA Focus Connect seminar Barcelona - presentation of Jumbo's Assortment Differentiation strategy

Profile

- Senior retail executive with a proven track record ; ++commercial and organizational change impact
- Broad experience in coaching and development of teams and professionals within my teams
- Extensive expertise in category management, assortment range optimization, pricing, space management, private label development, format development and merchandising
- Easily navigates different levels of communication within the organization, from executive level to shop floor

Consultant 7EVEN

Jumbo Supermarkten, Veghel

May 2014 - September 2017

- Start-up of new commercial data analytics department
- Development of commercial tooling in cooperation with partner Precima
- Development and implementation of assortment selection methodology
- Projectmanager Assortment rationalization (in collaboration with BCG)

Senior Category Manager

Jumbo Supermarkten, Veghel

2013 - 2014

- Team lead of 4 FTEs
- Responsible for categories: Confectionary & Chocolate, Breakfast Dry grocery products, Non Food and Petcare (Sales >€450mln)
- Focus areas: private label development and C1000 condition harmonization

Senior Category Manager

Jumbo Supermarkten, Veghel

2012 - 2013

- Team lead of 3 FTEs
- Responsible for categories Beer and Non Food (Sales >€250mln)
- Focus areas: differentiation of Beer category and private label development

Category Manager Beer and Non Food

Jumbo Supermarkten, Veghel

2009 - 2012

Buyer A-brands and Fresh

Jumbo Supermarkten, Veghel

2008 - 2009

National Accountmanager

Stegeman, Deventer

2005 - 2008

Responsible for the sales of private brands and A-brands to the national accounts Albert Heijn, C1000 and various foodservice customers.

Management Traineeship

Nutreco

2003 - 2005

Education

Master of Business Administration

Radboud University Nijmegen

2000 - 2003

Hotel Management School

Maastricht School of Management

1996 - 2000

V.W.O.

Christiaan Huygens College, Eindhoven

1991 - 1996

Junior High school

Thompson Middle School, New Jersey USA

1990 - 1991

Internships

Africa Sustainable Assistance Project

Royal Ahold, Zaandam & Ghana

2002 - 2003

Hotelschool Management Internship

Radisson SAS St Helens Hotel, Dublin Ireland

Sept 1998 - Jan 1999

Hotelschool Practical Internship

Cape Grace hotel, Capetown South Africa

Sept 1998 - Jan 1999