

SANCTUM

Amsterdam Market Manager

Full-time, Fixed Contract | Amsterdam, NL

Sanctum is seeking a dynamic and commercially minded Market Manager to lead our operations in Amsterdam and drive the growth of B2B partnerships across the Benelux. This role is pivotal in shaping Sanctum's presence in the region, owning the market across operations, community, and commercial activity. Success in this position means building and sustaining a thriving ecosystem where both B2C experiences and B2B partnerships consistently reflect Sanctum's premium standards, foster community, and deliver measurable growth.

About Sanctum

Described by The Times as "better than years of therapy in one class," Sanctum is a globally recognised movement experience designed to empower the body and expand the mind. Through immersive, music-driven sessions rooted in mindfulness, somatic release, and spiritual philosophy, Sanctum fosters deep connection within, between participants, and beyond the physical space.

The Role

As Amsterdam Market Manager, you will own the local market across operations, community building, and commercial growth. You will oversee seamless delivery of weekly B2C classes, while spearheading the expansion of B2B opportunities across the Benelux. This dual focus requires both operational excellence and commercial focus, ensuring Sanctum's impact is felt on an individual, community, and regional scale.

Key Responsibilities

Market Ownership – Amsterdam & Benelux

- Hold end-to-end responsibility for Sanctum's success in the market, across operations, community, and commercial activity.
- Balance B2C and B2B growth, ensuring both are nurtured and scaled in alignment with Sanctum's global standards.

Operations Management – Amsterdam

- Oversee the seamless day-to-day running of weekly Sanctum classes.
- Manage venue relationships, logistics, and team scheduling.
- Act as the primary client contact, gathering feedback and elevating the client experience.

B2B & Private Bookings – NL/Benelux

- Lead the execution of all B2B partnerships and private bookings in the region.
- Coordinate staffing, venues, and client communications for flawless delivery.
- Maintain high-touch management of partners to ensure alignment with Sanctum's brand and values.

Commercial Development & Outreach

- Identify and pursue new partnership opportunities across sectors including luxury hospitality, wellness, corporates, and concierge networks.
- Create proposals, deliver pitches, and negotiate partnerships.
- Work closely with the Global Operations Director to align local initiatives with Sanctum's global strategy.

Community & Client Engagement

- Build and nurture a strong local community around Sanctum's experiences.
- Champion a client-first approach across B2C and B2B channels.
- Support strategies that build loyalty, long-term engagement, and word-of-mouth growth.

Required Skills and Experience

- Proven experience in operations management, preferably within wellness, hospitality, or events.
- Track record of B2B business development and partnership management.
- Strong organisational skills with the ability to manage multiple projects simultaneously.
- Excellent communication and client-facing skills, with a high-touch and professional presence.
- Ability to recruit, train, and lead small teams to deliver exceptional experiences.

Candidate Profile

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Preferred Background

- Minimum 5 years in roles combining operations, community building, and commercial responsibilities.
- Experience within luxury, lifestyle, or wellness industries.
- Strong network across Benelux markets and understanding of regional business culture.
- Passion for experiential wellness and creating transformative client experiences.

What We Offer

- A high-impact role shaping Sanctum's expansion in a key European market.
- Competitive compensation with performance-linked growth opportunities.
- A dynamic, values-led environment at the intersection of wellness, culture, and community.
- The chance to work with a pioneering global brand recognised for innovation and impact.

To Apply

Please submit your CV and a short cover letter outlining your interest and relevant experience to kat@wearesanctum.com.