

RSM Career Fair company profile form

Company Profile

- Company Name: Upfront
- Brief Introduction (About Us):
Upfront is a Dutch brand for (sports) nutrition and supplements. Our mission: to radically simplify the food industry, with no fine print and no vague claims.
- Industry / Sector: Food
- Company Size (Number of Employees): 100
- Headquarters Location: Van Nelle, Rotterdam
- Company Website: <https://upfront.nl/>
- Career Page / Recruitment Website: [Werken bij – Upfront](#)

Opportunities for Students

- What type(s) of positions are you offering?
entry-level positions
other: Part-time Foodstore Crew jobs!
- What do you offer your interns, graduates, or trainees?
 - * You'll work at our Campus in the Van Nelle Fabriek in Rotterdam. An open building with plenty of light and a big garden.
 - * Breakfast, lunch and dinner from our own chefs, made with products from our own store and cooked fresh every day.
 - * 20% employee discount and unlimited Upfront products for personal use.
 - * A private gym and wellness area with ice baths, a sauna, showers and changing rooms.
 - * Weekly Hyrox classes and runs with the team.
 - * A hairdresser at the office every month.
 - * 24 vacation days per year.

And perhaps the best part: freedom. You decide how you approach your work. Within your field, you're the expert, and that's how we treat you. We're happy to give you the space to come up with and implement your own ideas.

Candidate Profile

- What specific skills, qualities, or competencies are you looking for in students?
Ownership and autonomy. At Upfront you get a goal, not a route. No manual, little structure, zero bureaucracy. We want people who figure out what needs to happen and do it.
Pragmatic problem solving. We are building things that don't exist yet: our own factory, lab and stores. We look for people who pick up the problem that seems to belong to no one, and make it work.

Radical honesty. Something's off? You say it directly to the person. We debate ideas sharply, and once we decide, we back each other fully. No politics.

Hunger to grow. You learn fastest by doing hard things. We give real responsibility early, to people who are comfortable being uncomfortable. Target Student Groups
Please select the relevant programs and tick the boxes that you are open to speak with

BSc:

- ☒ International Business Administration
- ☒ Business Administration (Course given in Dutch)

MSc:

- ☒ Master in Management
- ☒ Accounting & Financial Management
- ☒ Business Analytics & Management
- ☒ Business Information Management
- ☒ Finance & Investments
- ☐ Global Business & Sustainability
- ☒ People, Organisations & Change
- ☒ International Management / CEMS
- ☒ Management of Innovation
- ☒ Marketing Management
- ☒ Strategic Entrepreneurship
- ☒ Strategic Management
- ☒ Supply Chain Management

☒ MBA students (following executive education, having on average eight years of work experience)