

Vacancy at New Balance

# Senior Marketing Manager Omnichannel - EMEA



**TOP OF MINDS**

Executive Search



## Requirements\*

- Over 8 years of experience
- In omnichannel marketing
- Within D2C
- Focus on bringing structure and process
- Responsible for traffic acquisition and retail communication strategies
- Leading and coaching several teams in a matrix environment
- Challenger with an entrepreneurial mindset

 **Amsterdam**

**New Balance is about more than sneakers. Since 1906, their running shoes have been made with the highest craftsmanship, combining innovation, style, and flair. The Senior Marketing Manager Omnichannel EMEA will play a crucial role in transitioning the organization into a strategic player and be a driving force for growing sales and brand engagement across all relevant markets.**

# About New Balance

**New Balance lifts sports to a higher level and encourages people to let their passions drive them. The brand ensures its employees feel respected and can contribute their highest level of creativity. This culture has resulted in significant success: in 2024, the company achieved twenty-one percent growth over the previous year.**

New Balance also strives to make a positive impact on people and the planet. Its focus is on energy efficiency, choice of materials, product circularity, product lifespan, and the origin of raw materials. For example, New Balance plans to switch to one hundred percent renewable energy in its production facilities by 2025.

For an international consumer brand, a strong and sophisticated marketing strategy that effectively combines offline and online is crucial – especially in a world where digital is rapidly changing and becoming more important. The EMEA central marketing organization is transforming strategically to strengthen collaboration and knowledge-sharing between local and central teams and create a customer-focused organization. The Senior Marketing Manager Omnichannel EMEA will play a key role in this transition.



# Senior Marketing Manager Omnichannel – EMEA

**The Senior Marketing Manager Omnichannel EMEA enables the entire EMEA marketing division to operate strategically and collaboratively, seamlessly connecting digital and physical channels. They will develop and implement a customer-centric omnichannel marketing strategy, serving as a single source of truth and ensuring a consistent and fully integrated consumer experience across all touchpoints and markets. They will also lead all Digital Marketing and CRM activities, building effective strategies to drive traffic to the website and the store. Via three direct reports, the E-commerce and Retail Marketing and CRM teams report to this person.**

## **Complex marketing mix**

The marketing mix of digital, social media, website, and online and offline retailers is complex and international. So far, the organization has relied on a decentralized approach, concentrating expertise and decision-making in different teams pertaining to different components of the marketing mix. However, to bring consistency and operational excellence across all channels and firmly anchor the brand in the daily lives of customers, the marketing strategy needs to create synergies between the different channels. The organization is therefore being restructured, to break down silos, bring experts together, and execute a holistic vision of omnichannel marketing.

The Senior Marketing Manager Omnichannel EMEA will act as an inclusive and entrepreneurial leader. They have senior experience in the relevant areas but are notably more of a team and project leader than a topical expert. They act as a central program manager who creates processes, can coach, guide and bring structure to various teams.



## Coordinating strategies

This person will coordinate the relevant teams with a focus on delivering strong traffic acquisition and retail communication strategies both online and offline. They will manage the budget and continuously update the integrated marketing calendar for EMEA. They will communicate global campaigns and brand messages effectively, without overshadowing locally relevant consumer needs, and guide the teams in building campaign strategies. They will act as a role model to share knowledge and best practices and evaluate campaigns before presenting relevant insights to the wider marketing organization.

## New ways of working

They will work with the Brand Strategy Team, Retail and Trade team and Consumer Insights and Analytics Team to create campaign reports and dashboards, and with the Senior Marketing Manager GTM to draw up the central strategy and marketing calendar. This person also needs to operate well in a matrix structure, working closely with the channel leads and aligning with the wider marketing organization.

Even though New Balance is over a hundred years old, the company keeps innovating and renewing. To support the next stage of growth, the focus is on transformation and new process implementation. Therefore, the Senior Marketing Manager Omnichannel EMEA needs to be poised to introduce new, collaborative, and effective ways of working to the team, as well as roll up their own sleeves to get things done.





**“The aim is to build an organization that is not just consumer-centric but consumer-obsessed. The Senior Marketing Manager Omnichannel EMEA drives this mindset and establishes the right process within the organization.”**

**Bruno Laroque,**  
**Senior Marketing Director EMEA**

This is a unique challenge for an experienced marketing manager with significant expertise in leading and coordinating international omnichannel marketing campaigns, especially in digital and e-commerce. This person will demonstrate strategic and commercial insights and strong analytical skills. With the support of the EMEA Senior Marketing Manager GTM, they will navigate matrix environments in a constructive and collaborative manner, manage teams, and persuade colleagues of a particular approach. A successful Senior Marketing Manager Omnichannel EMEA will have unlimited career opportunities with this global brand.



# Interested?

New Balance is working with Top of Minds to fill this vacancy.

To express your interest, please contact Noor Buttinger at [noor.buttinger@topofminds.com](mailto:noor.buttinger@topofminds.com).



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