

Vacancy at New Balance

Retail Operations Manager – EMEA



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Requirements

- Over 10 years of experience
- In retail operations
- Experience in managing a team of managers/team leads
- Empathetic, can-do leadership style
- Excellent communicator and stakeholder manager
- Able to travel within Europe and the UK regularly

 **Amsterdam**

For years, New Balance has been blending function and style, combining performance-enhancing technology with designs that consumers love to wear. In recent years, the brand has rapidly expanded its store network across Europe. The Retail Operations Manager EMEA is responsible for overseeing the strategic and tactical operations of New Balance's growing retail network in the region.

About New Balance

Founded in 1906 in Boston, New Balance has grown into a globally recognized brand in athletic footwear and apparel. The company is known for its unwavering commitment to craftsmanship and innovation, offering high-quality products that serve both elite athletes and everyday wearers. Unlike many of its competitors, New Balance still operates manufacturing facilities in the United States and the United Kingdom, allowing for greater control over production and a broader range of sizing options.

But New Balance is about more than sneakers. The brand empowers people to lead with passion, to push sport forward, and to create meaningful change in their communities. New Balance lifts sports to a higher level and encourages individuals to be driven by what moves them. Inside the company, a culture of mutual respect allows every associate to contribute their full creative potential. Guided by the spirit of “We Got Now”, New Balance fosters a bold and inclusive environment where team members are inspired to shape the future – together.

Within New Balance, certain core values are essential, including integrity, teamwork, and total customer satisfaction. These values form the foundation of the culture in this people-oriented organization, and the company is committed to upholding them at all times.





Retail Operations Manager – EMEA

The Retail Operations Manager for New Balance EMEA oversees the strategic and tactical operations across the retail network in the region. This role focuses on optimizing operational efficiency, driving team performance, and streamlining processes to enhance service delivery and elevate customer satisfaction in both existing and future stores.

Driving profitable growth by integrating new stores and maintaining existing ones in line with strategic objectives is a key responsibility. The Retail Operations Manager ensures a consistent New Balance experience across all store formats, collaborating with internal teams including HR, IT, Marketing, and Finance, to facilitate smooth operations across the retail network. As the main link between store teams and corporate headquarters, the Retail Operations Manager secures alignment with the company's core values and overall strategies.

Fostering a collaborative environment

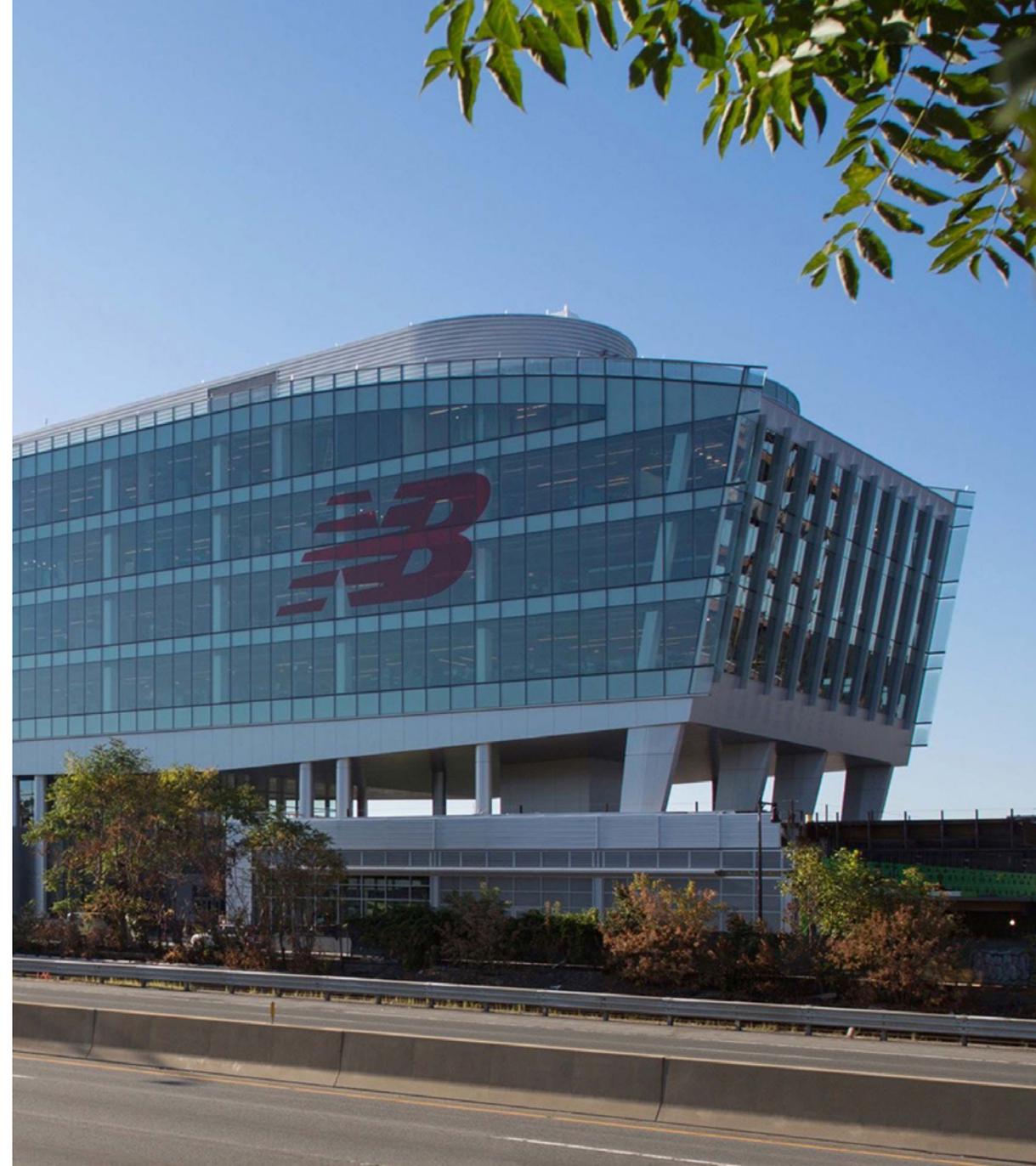
The Manager works closely with their team – six Regional Retail Managers, the training team, and the office Operations Lead – to maintain alignment and consistency in operational standards across all store formats, from flagship to outlet locations. While only the Regional Managers and the Operations Lead report directly to the Regional Operations Manager, they indirectly lead a team of over seven hundred employees. Fostering a cohesive environment where team members share best practices and learn from one another is a vital aspect of their leadership approach. To further enhance collaboration, the Retail Operations Manager frequently visits stores and Regional Managers across the region.

The role combines both operational and strategic responsibilities. The Retail Operations Manager oversees the P&L for all stores across EMEA, tracking essential metrics such as sales, profit, conversion rates, shrinkage, and average sale. They lead the development and implementation of policies and procedures for key operational aspects, including inventory control, cash handling, and security, to make sure they meet global standards. Additionally, they oversee training functions, ensuring consistent operational training and development, while guiding recruitment, team development, and succession planning efforts – in close collaboration with HR.

“Some may claim that retail has no future, but that’s simply not true. Retail is more alive than ever! Our double-digit growth in recent years is the proof. In Europe, we’re still at the start of our retail journey. In this role, you’ll play a key part in shaping that journey and driving our future success.”

**Marco Alves,
General Manager Retail EMEA**

The position requires an approachable and warm personality, someone who embraces the company’s core values, is strategic minded and commercially driven, and has the expertise to set the right KPIs and effectively optimize performance. Experience on the shop floor would be ideal, yet what truly matters is the ability to connect with and understand the people they work with. Success in this role is built on excellent communication skills and cultural sensitivity, fostering positive collaboration and team spirit.





Interested?

New Balance is working with Top of Minds to fill this vacancy.
To express your interest, please contact Emma de Wit at
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