

Vacancy at Oslo Skin Lab

# Commercial Marketing Manager



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Executive Search

## Requirements

- Over 5 years of experience
- In digital sales and marketing, preferably within D2C and subscription-based business models
- Deep understanding of market dynamics, consumer behavior, and brand positioning
- Strong knowledge of digital channels and influencer marketing
- Sales-driven and entrepreneurial mindset
- Strategic background
- Fluent in German and English

 **Munich**

OSLO SKIN LAB®

THE SOLUTION  
BEAUTY COLLAGEN

OSLO  
SKIN  
high performance skincare

28 STICK PACKS 70g

OSLO SKIN LAB®

THE BEAUTY PEARLS  
WELLBEING FOR MIND AND SKIN

**Oslo Skin Lab, part of the Norwegian NutraQ Group, is a leading beauty supplement brand. Its bestseller, The Solution™, is a scientifically proven collagen supplement that gained popularity through a targeted marketing strategy focusing on social media and influencer collaborations. Established in fourteen European countries and the US, the company is now set to expand into the German market.**



# About Oslo Skin Lab

**Clean beauty products with scientifically proven effects and holistic approaches to skincare are in high demand. In 2022, the global market was valued at 3.3 billion dollars, with annual growth expected at nearly ten percent. This momentum offers strong growth potential for Oslo Skin Lab, a leading beauty supplement brand distributed through a digital subscription model. Founded in 2017 by Norwegian entrepreneur Cecilie Nordstrøm, the company is dedicated to high-quality products that emphasize holistic beauty care.**

Initially focused on the Scandinavian market, Oslo Skin Lab quickly expanded internationally and is now active in fourteen European countries and the US. More than 250 employees work toward a common goal: to continually find new ways to enhance people's daily lives. The company's bestseller, The Solution™ Beauty Collagen, is a tasteless collagen powder that easily blends into liquids and supports the skin from within – and is part of the daily routine of more than 130,000 subscribers.

The company's success is driven by a targeted marketing approach centered on social media, collaboration with influencers, and authentic customer experiences. Building on its international track record, Oslo Skin Lab is now preparing for further expansion, with Germany set to play a pivotal role in the brand's continued international expansion.







# Commercial Marketing Manager

**Germany's beauty supplements market is expanding steadily, offering Oslo Skin Lab significant strategic and operational opportunities for growth. Natural products with scientifically proven effects – especially collagen peptides – are increasingly popular. Their success is further amplified through social media and influencer marketing, an environment in which Oslo Skin Lab already thrives.**

Within this context, the Commercial Marketing Manager takes center stage in launching the brand in Germany and building a strong, long-term presence. The role focuses on designing and executing a market entry strategy rooted in a deep understanding of consumer behavior, market dynamics, and brand positioning. Existing international success strategies will be tailored to the specific characteristics of the German market and applied effectively.

With a keen commercial mindset and a sharp eye for trends, the Commercial Marketing Manager identifies and activates relevant influencers and content creators to convey authentic brand messages. Strategic partnerships and the effective use of user-generated content across digital channels strengthen the community, boost visibility of The Solution™ Beauty Collagen, and foster lasting brand loyalty. Complementary marketing initiatives – from targeted promotions and exclusive offers to personalized recommendations – further enhance customer engagement.



### **Anticipating trends and opportunities**

Remaining closely attuned to changing consumer behavior, the Commercial Marketing Manager conducts continuous market analysis to anticipate opportunities, emerging developments, and shifts in the competitive landscape. Campaigns and initiatives are systematically tested and evaluated to deepen insights into customer needs, purchasing habits, and regulatory frameworks, ensuring marketing activities and product offerings are continuously optimized. The role also includes responsibility for establishing strategic partnerships and managing negotiations with media companies, agencies, and other external partners, while close collaboration with customer service reinforces long-term satisfaction and loyalty.

Based in Munich, the position combines a high level of responsibility with creative freedom and offers the flexibility to work remotely two days a week. The ideal candidate is entrepreneurial and hands-on, eager to build a loyal customer base from the ground up and establish the brand in Germany on a sustainable foundation. Reporting directly to the CCO in Oslo and working closely with the international marketing team, the Commercial Marketing Manager plays a decisive role in shaping the company's next growth chapter.







# Interested?

Oslo Skin Lab is working with Top of Minds to fill this vacancy.

To express your interest, please contact Julia Besa at [julia.besa@topofminds.com](mailto:julia.besa@topofminds.com).



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