



Marketing

Category Management

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GLOBAL CATEGORY MANAGER SUN

GrandVision is a global market leader in optical retailing – selling prescription glasses, contact lenses, and sunglasses through more than 7000 stores in over 40 countries. The company is transitioning toward more centralization, to ensure a globally designed assortment strategy and an effective marketing strategy across its 34 retail banners. The BU Sun is looking for a Global Category Manager, to help build and execute the global category management strategy in light of this centralization.

ABOUT GRANDVISION

GrandVision is the company behind retail banners such as Pearle, EyeWish, and Brilleland. The company has over 36.000 employees and has sold over 16 million prescription glasses. That does not even include its sales in contact lenses and sunglasses.

GrandVision started in 1891 in Finland, with a mission for better eye care. The company is now present in more than 40 countries and over 7000 stores. With that, the product portfolio of GrandVision's optical retail products is large and complex. To further professionalize and streamline its assortment strategy, GrandVision is transitioning toward more centralization. The aim is to design marketing and assortment strategies (both in-store and online) largely at a global level. Meanwhile, the individual characteristics of the markets in different countries need to be taken into account – as well as the individuality of the different retail banners.

This poses an interesting challenge: On the one hand, ensuring a more streamlined and carefully designed strategy for e.g. marketing, product portfolio, and online sales, and on the other hand ensuring that the different trends, customer behaviors, and brand characteristics in all of GrandVision's countries and across its multiple retail banners are taken into account.



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To enable the transition toward a more centralized product portfolio strategy, the BU Sun is looking for a Global Category Manager. He or she will report to the Head of Category Management. The aim is to centralize 80% of GrandVision's Sun assortment, whereby the Category Manager is in the lead. The remaining 20% is decided in the countries and across the retail banners, and here, too, the Category Manager will need to maintain a solid understanding of the product portfolio choices that are being made, and provide guidance if needed.

For this, a structured, strategic, and analytical approach is key. The decisions as to which products are included in their range, as well as which ones are featured more prominently in stores through additional marketing campaigns or more visible in-store placement, have a major impact on GrandVision's success. In this, there's the additional complicating factor of strategizing for 34 retail banners across more than 40 countries. What is the right level of consistency in the assortment of these different types of stores, and in different geographical areas with different fashion trends and levels of demand for sunglasses? These choices should be based on a well-designed strategy, which in turn needs to be supported by solid market analysis. An experienced marketing professional with a knack for strategy is the ideal candidate for this role.

In addition, the Category Manager should be comfortable working in a less structured environment and should be able to create the necessary level of structure on their own. Since the central team and its way of working are relatively new, parts of the role will need to be designed and further shaped on the go. A high level of independence and the ability to take initiative are therefore crucial. Furthermore, the Category Manager will work from a central hub while also needing to manage relations with the countries and several retail banners. He or she, therefore, needs to be a strong stakeholder manager.



ROLE REQUIREMENTS

- ➔ Minimal 3 years' experience in strategic marketing or retail functions, or strategy consulting experience with a focus on retail, preferably in an international environment and in fast moving consumer goods
- ➔ Comfortable working in a less structured environment and able to create structure individually
- ➔ Strong analytical skills
- ➔ Strong stakeholder management and communication skills
- ➔ Ambition to deliver results and grow professionally in a high paced environment
- ➔ MBA is a plus
- ➔ Proficiency in French and Italian is a plus



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