



Marketing

Product Manager

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PRODUCT LIFECYCLE COORDINATOR 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 strategic range of products and an effective marketing strategy across its 34 retail banners. The BU Sun is looking for a Product Lifecycle & Launch Manager. This role will enable the new global category management strategy by ensuring all necessary logistics and operations are in place to manage the product portfolio.

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 working 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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The Product Lifecycle Coordinator Sun ensures that the centrally designed product portfolio strategy can be effectively executed across all countries on an ongoing basis. He or she reports to the Global Category Manager Sun, and will work together with him or her to streamline the end to end product launch and product lifecycle implementation of the GrandVision Sun assortment, both in-store and online. This role manages budgets and timelines and ensures all conditions are in place for successful sales on product level, from launch to phase out. The ideal candidate for this role is a hands-on project manager with knowledge of supply chain, launch and lifecycle management.

Centrally managing the in-store and online stock behind a complex international product portfolio requires a high degree of planning. This role is, therefore, most suited for a professional who is comfortable creating structure, maintaining an overview, and taking initiative in a sometimes chaotic environment.

The Product Lifecycle Coordinator is the link between the central design of the portfolio strategy and its local execution. He or she is also the link between internal stakeholders on different functional levels and external stakeholders for supply chain and logistics. The Product Lifecycle Coordinator should, therefore, be comfortable switching between environments and communication styles, and needs to understand the importance of good stakeholder management in this role. Meanwhile, he or she should also show the leadership and decisiveness needed to manage operational projects of this level of complexity and scale.



ROLE REQUIREMENTS

- ➔ 2-5 years experience with project management or product portfolio management
- ➔ Comfortable working in a less structured environment and able to create structure individually
- ➔ Strong planning, budgeting, and timeboxing skills
- ➔ Strong stakeholder management skills and communication skills (in English) across different organizational levels, and the ability and sensitivity to work with colleagues from different nationalities and cultures
- ➔ Ambition to deliver results and grow professionally in a high paced environment
- ➔ Knowledge of or experience with DSI, multichannel stock and product supply chain management
- ➔ Proficiency in Microsoft Office, and in Microsoft Project or equivalent project management tool



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CONTACT



VIVIAN DEN DEKKER

Consultant bij Top of Minds Digital Executives

Viviandendekker@topofminds.com