



Chantal Baudron s.a.s.

INTERNATIONAL MERCHANDISING MANAGER M/W - Ref 4083

Company

International Sports brand, Footwear Category.

Role

You will report to the Marketing & Merchandising Director for Global Footwear and will define and drive the seasonal footwear merchandising strategy focusing on the Running Category. This is a challenging role due to the growing environment of the brand. Your goal is to optimize the range, increase productivity and influence product creation. You will define the right assortment based on product sufficiency and omni-channel distribution approach. You will define and execute the Running Footwear merchandising strategy from early product creation stage to delivery and range efficiency. You fully understand consumer and regional market requirements and will identify risks and opportunities. You will define the budgets by channel and drive the KPIs : Financials, Sales, Stocks, Margin, Replenishment and Sell Through Rotations. You will lead pricing activities and execute forecast process with supply, commercial and product teams. You will partner with the Retail and Visual Merchandising teams.

Profile

For this role, you need 7-10 years' experience in merchandising for an international sports brand, ideally in Running with a strong knowledge of retail environment and EMEA markets. You are passionate about product with an interest and knowledge of the Running and Outdoor Industries. You are customer and results oriented, creative, a strategic and forward thinker and a good team player.

Position based in France Alps.