



Job Title: **Head of Category Management (Continental Europe)**
Job ID: S582
Company: Jack Link's Protein Snacks
Location: Amsterdam
Industry: fmcg
Job Type: Full-time

Role:

Head Of Category Management and Shopper Marketing, for BiFi and the Jack Link's brands. Your objective would be to further grow category management and shopper marketing in central Europe. Deliver category growth and incremental sales on customer specific level, by telling insights through range, space, promotions, formats, shopper marketing and retail execution.

The ideal next Head of Category Management is a conceptual thinker, highly analytical and has a love for interpreting data, with a keen eye for detail. A passionate leader and problem solver, with a business acumen; result-driven, great knowledge of different cultures and their way of working in the EMEA area (at least D-A-CH). You are independent, a self-starter who wants to be in front of customers to further develop the meat snacks category. Other aspects of the role: you'll be leading a strong category and shopper team and intensify customer relationships. Particularly develop category relationships with key accounts in Germany: shopper focused partnerships. You will be the internal consultant and point of contact for all commercial and market driven insights (shopper, market, retailers). We would like you to develop a new category vision and create shopper focused stories. In short you'll be in charge of everything you think is necessary to drive category growth. *We offer you all the tools and freedom you need to set the best record in your field.* You report to the Marketing Director (EMEA).

Company:

Jack Link's Protein snacks are characterized by authentic taste, passion and energy to keep going. You can see that same authenticity in the culture of the company. The people at Jack Link's aren't your typical corporate types. They never do things the way everyone else does and don't get caught up in a company's processes. This leads to a dynamic, open, diverse and fast-paced atmosphere that offers personal growth, continuous challenge and the experience of real impact. EMEA is an important growth region. In 2014, the company took its first steps in Europe and acquired Unilever's BiFi and Peperami brands. BiFi is the No. 1 brand in EMEA with Germany as the largest market and a brand awareness of 97%. The driver of recent innovations such as BiFi Veggie. EMEA's annual turnover exceeds €200 million and has shown double-digit growth over the past four years. Jack Link's in Europe has a strong presence in Germany, the United Kingdom and the Benelux.



The European headquarters is housed in an open, inspiring and vibrant office at a great location in Amsterdam. The EMEA team, consisting of approximately seventy people, is international (more than 25 different nationalities) and determined to continue its impressive European expansion and become the regional leader in branded protein snacks.

Job Requirements:

Master degree

>7 years relevant experience in FMCG (retail or manufacturer)

Profound Knowledge of the German Retail market

GS1 Certification

Leadership of category teams in the past 5y

Extensive network in the ECR/CM world in Germany

Fluent in German and English

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