



**ACCELL
GROUP**

GLOBAL BRAND MANAGER

- P&A OWN BRANDS (m / f / x)

Accell Bike Parts GmbH (ABP) is a leading distributor of bicycle parts and accessories (P&A) to businesses across Europe. Via our pan-European network of specialist logistic locations we strive to be the most trusted logistics & service partner to the bicycle industry. Partnering with the biggest and best Brands, retailers and e-tailers across the UK and Europe we work every day to make people happier and healthier by keeping them on two wheels. The Global Brand Manager – P&A Own Brands is fully responsible for the creation and execution of a global brand strategy that will drive revenue and margin growth by significantly increasing the own brand business across product categories, customer segments and price points and by delivering on the synergies available from the Accell Group bicycle business

KEY RESPONSIBILITIES & ACCOUNTABILITIES:

- Use customer and market insights to guide, define a strong own brand strategy which delivers on the competitive advantages available to ABP
- Describe a clear category strategy and ambition per customer segment and determine the implementation roadmap including timing, sequence, and decision gates
- Lead the own brand management team (10 to 12 members) in translating brand elements into plans and go-to-market strategies which clearly target the potential upsides identified
- Collaborate closely and effectively with the bicycle R&D and Brand teams to develop a clear innovation road map for own brand P&A and to maximise access to the synergies available from specification of own brand P&A on Accell Group bicycles
- Communicate product launch plans, brand plans and targeted marcomms activities to all regional brand, sales and marketing teams and ensure a regular flow of information and material to key internal stakeholders
- Measure and report performance of all product launches and marketing campaigns, targeting clear ROI and KPIs

QUALIFICATIONS, SKILLS, AND EXPERIENCE:

- Business or marketing degree or commensurate experience
- Track record of success in the field of Product and Brand Management and in developing and delivering successful Brand strategies
- Able to work with people from different backgrounds in a matrix organization to establish and maintain effective relationships with key stakeholders
- English and preferably German, Dutch is a plus
- High affinity for bicycles and cycling

YOUR BENEFIT:

- Challenging tasks and inspiring projects in a dynamic and international team
- Flexible work place with regular presence in Sennfeld and travel throughout Europe
- Attractive salary package

if you want to be part of the Accell Group success story, please send your application documents and your possible starting date to career@winora-group.de.