

Retail Strategy Manager

Location: Amsterdam, North Holland (Hybrid) – At least 2-3 days in the office

Department: Commercial

Employment Type: Full-Time

Experience Level: Mid-level (7+ years)

Purpose of the Role

At Enviolo, we develop innovative shifting solutions that elevate the cycling experience and make personal mobility more intuitive, safe, and enjoyable. As **Retail Strategy Manager**, you will own Enviolo's retail strategy and execution across Europe, ensuring our products succeed on the shop floor in close collaboration with our OEM partners.

In a bicycle industry shaped by brand consolidation and increasing retail influence, this role is critical in strengthening Enviolo's visibility, sell-through, and advocacy at retail. You will work directly with key retail chains, buying groups, and OEM retail teams, while partnering internally with Sales, Marketing, Product, and Service to deliver a best-in-class retail experience.

This is a high-impact, customer-facing role for a commercially minded professional with deep insight into the bicycle retail ecosystem.

Key Responsibilities & Expected Outcomes

Retail Strategy & Execution

- Define and execute Enviolo's European retail strategy in alignment with OEM priorities and commercial objectives.
- Translate commercial goals into clear retail programs that drive awareness, conversion, and sell-through.
- Ensure consistent and high-quality execution of Enviolo's brand and product experience at retail.

Retail Partnerships & Advocacy

- Build and manage long-term relationships with key retail chains, dealer networks, and buying groups.
- Strengthen retailer advocacy for Enviolo-equipped bikes by demonstrating value, performance, and ease of use.
- Collaborate with OEM partners to align retail initiatives with model launches and portfolio strategies.

Retail Activation & Enablement

- Develop and oversee retail activation initiatives, including in-store training, product demonstrations, merchandising, and promotional campaigns.
- Support the creation and rollout of training materials and educational programs that improve technical confidence and sales effectiveness.
- Ensure retail teams are equipped to represent Enviolo products clearly and convincingly to end consumers.

Insights, Performance & Continuous Improvement

- Monitor retail performance, service feedback, and market trends to identify opportunities and risks.
- Translate retail insights into recommendations that influence commercial planning and go-to-market decisions.
- Continuously improve retail programs based on data, feedback, and evolving market dynamics.

Cross-Functional & External Representation

- Work closely with Business Development, Marketing, Product, and Service teams to deliver a cohesive retail experience.
- Represent Enviolo at dealer events, trade shows, and key industry gatherings to strengthen brand presence and relationships.

What We're Looking For

- 7+ years of experience in retail leadership, channel management, or commercial roles within the bicycle, sporting goods, or mobility sectors.
- Proven track record managing retail partnerships, dealer networks, or buying groups.
- Strong understanding of bicycle retail dynamics, including sell-through drivers and in-store experience.
- Excellent relationship-building, communication, and negotiation skills.
- Strategic and data-driven, with the ability to design and execute initiatives that deliver measurable impact.
- Strong leadership presence with the ability to influence cross-functional teams.
- Experience in retail training, enablement, and in-store execution.

Additional Qualifications

- Native German speaker with fluency in English.
- Passion for bicycles, mobility, and improving the rider experience is a plus.

OUR COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

Mobility affects most humans around the globe, regardless of how they look, who they love, how they personally identify, or their beliefs. We're looking for a diverse group of people to join our team, and our Enviolo journey, because a diverse team will better enable us to understand and change the way people move, thereby enhancing and accelerating our success. At Enviolo we value creating an environment where our work community members build careers with equal access to opportunities, are treated with dignity and respect, and feel a sense of belonging and worth. We encourage applications from humans from all walks of life, and this specifically includes members of underrepresented communities. We aim to create a recruiting environment where diverse people apply for open positions at Enviolo without hesitation, even if they don't completely fit all of our job posting qualifications or requirements.