



As the Merchandising Director for Bike, you will be responsible for creating, owning, and championing the MTB and Cycling Business; including strategic product and business direction accountabilities to meet the needs of the Fox consumer as well as revenue and margin targets. Key responsibilities will be to protect the foundation of our business and to partner with cross functional teams to identify new opportunities to meet and exceed our financial growth targets. This includes identification of market trends and the writing of briefs/development of a seasonal line plan, working directly with Product Line Managers and Design and Development to monitor progress and keeping projects on calendar, championing the PLM process, handling of samples for meetings/tradeshows and marketing/catalog requirements, developing and building presentations, driving Go-To-Market strategy, attending and assisting at regional sales meetings/account pre-lines, tracking monthly sell throughs for category key accounts. In addition, you will establish control-related standards and procedures. You will be interacting with global and regional teams on a daily basis to ensure Fox leads the globe in MTB apparel and protection.

Essential Functions of this Role:

The essential duties and responsibilities of this position include, but are not limited to:

- Lead the merchandising functions for the MTB Category with a clear product vision, which blends Fox Racing's DNA & regional needs with the higher strategic objectives and growth initiatives.
- Create a line architecture with a high degree of sensitivity for balancing brand needs with specific regional & distribution needs.
- Establish key product initiatives and correlated investment plans to hit seasonal revenue targets, including corresponding category productivity initiatives. Determine target pricing, costs, deliveries, and projections to represent the global line needs.
- Firmly connected to the competitive landscape to be able to benchmark our perceived value and create our competitive advantage. Actively research and observe the competition on a design, pricing, and marketing standpoint to keep the brand ahead of its competitors.
- Actively listen to all members of the cross-functional team to ensure that tasks are well integrated. Primary interface across functions and departments for the Cycling product team servicing all needs and communication from both sides of the relationships. Departments/functions include: Sales, Marketing/Creative, Retail / E-Commerce, Key/VIP accounts
- Assist in creation of 5-year hardgoods and soft-goods roadmap with Product Line Manager and Development teams.
- Articulate a clear category positioning, product segmentation, and product line objectives to all global and regional teams.
- Manage line development, pricing and business planning against the central product calendar. Communicate any changes to the Product Line Manager and Design and Development teams ensuring accuracy of information.
- Conduct monthly statistical analysis by style and color for each operating region.
- Build, present and drive global seasonal product briefs.
- Drive and lead product segmentation with a consumer centric approach.
- Presentations to Global and Regional teams during line review process and Go-To-Market process.
- Work with VP Merchandising in the development of seasonal/annual OGSTM product strategy.
- Partner with Regional Merchandising teams on global market visits, key account product presentations, relationship building, and trend/market research.
- Your diverse experiences and background enable you to provide a unique perspective to fuel our global growth. Additionally, you are inclusive and value differing points of view.
- Conduct the research necessary to write and deliver seasonal product briefs that roll into the overarching business plan.
- Track category margins and work with PLM and development to hit seasonal goals. .

Required Education, Experience and Skills:

- 10+ years' work experience in the industry, with advanced understanding of Business development.
 - Bachelor's degree in business, merchandising, marketing or related field, MBA Preferred
 - Strong decision maker with ability to deal with ambiguity and conflict resolution
 - Effective communicator and presenter with strong leadership skills
 - Technologically proficient in Microsoft and Adobe Suites on Mac or PC platforms
 - Ability to grasp and learn new platforms, concepts and programs quickly
 - Well versed in fashion, color, and trend analysis
 - Strong business orientation, analytical aptitude, and computing skills
 - Ability to effectively create and manage processes
 - Must be extremely organized and able to work within a Matrix organization
 - Self-starter who can excel in a remote environment with minimal if any direct supervision
 - Demonstrated capability of planning for short- and long-range goals.
 - Industry knowledge - MX or MTB (or sport clothing industry)
 - Knowledge in product development, product design (fabrics, functionalities, construction)
 - Proven record of developing GTM strategies and solutions.
 - Experience managing complex data and business analyses to make clear recommendations that drive strategic decisions.
- To apply this position, send your resume and motivation letter to jobseurope@foxracong.com