



# JOBS

Are you fanatic about cycling, creative and passionate about what you do?

At BMC we focus on what we do best; we make bikes, pure and simple! We are hell-bent on creating the ultimate ride experience. Whether for road, track, or trail, professional athlete or weekend warrior, it is our mission to produce the best bike in every class. Our products are known worldwide and we are one of the top brands in the segment.

At our headquarters in **Grenchen**, Switzerland we are currently looking for a

## Head of Product Marketing 100%

### Your tasks and responsibilities:

- Creation and development of compelling product storylines
- Development of Go-To-Market strategies
- Development of product information and marketing texts
- Development and delivery of compelling presentations
- Support PR activities and the analysis of trends and markets
- Develop and maintain consistent product naming stories

### Requirements:

- Experience in strategic product positioning
- Sound knowledge and demonstrable work experience in the bicycle industry or bike retail
- Excellent analytical and conceptual thinking skills
- Active cyclist in several disciplines
- Fluent in English, other languages an advantage

Ultimately, we are looking for a highly communicative and dynamic personality with structured and reliable work ethics. You should be prepared to deliver unique ideas that position our bikes on the market and support us as a team player. In return, we offer you a challenging job in a young, sporty and aspiring company.

Are you the first to know what the latest industry trends are in relation to bikes? Then you could be our newest team member! Please send us your CV with cover letter to [jobs@bmc-switzerland.com](mailto:jobs@bmc-switzerland.com).