



Protective, Business Unit Leader W/M

Annecy, France

 Employees work in a hybrid mode

Full-time

Department: Offre Produit / Product Offer

Company Description

Amer Sports is a sporting goods company with internationally recognized brands including Salomon, Arc'teryx, Peak Performance, Atomic and Wilson.

“The Mountain Sport Company”, Salomon was born in 1947 in the heart of the French Alps and the birthplace of modern alpinism. Salomon’s commitment to innovative design and passion for mountain sports created a vast range of revolutionary new concepts in bindings, boots, skis and apparel for both Alpine and Nordic skiing and brought innovative solutions to footwear, apparel and equipment for snowboarding, adventure racing, mountaineering, hiking, trail running, and many other sports.

Through performance driven design, Salomon delivers innovation and progression to mountain sports; converting new ideas into action and expanding the limits of possibility. Salomon’s heritage, culture, and commitment are tied together by one simple concept: the world’s leading mountain people creating the world’s leading mountain products. Salomon is responsibly committed towards the outdoor through its sustainability program. Diversity is one of Salomon’s five values, therefore we are committed to creating an inclusive environment for all.

Salomon is headquartered in Annecy, France.

Job Description

Within the Winter Sports Equipment Business Unit, our future **Protective, Business Unit Leader W/M** will be responsible for:

- Developing and executing the long-term product strategy for the Protective (helmets, goggles, poles, protective) category globally
- Creating seasonal product offerings and marketing concepts that align with the expectations of targeted consumers
- Overseeing the technical development of the product lines
- Coordinating product consistency across categories/brands while meeting category objectives
- Managing and supporting the growth of the product creation team

You will work in close collaboration with Sales, Design, Innovation, Quality, Sourcing Services, Brand Managers, and Subsidiaries.

Main Activities

Strategy

- Based on the brand strategy, develop the category and translate it into SMART objectives for the teams
- Co-build the long-term business and product strategy in collaboration with the Snowboard and Protective Business Unit Director

Market and Product

- Identify trends, market needs, and consumer and retailer expectations
- Conduct competitive analyses, gather feedback from sales channels, buyers, and markets to support line development
- Design the product offering structure and ensure follow-up throughout its execution
- Brief, oversee, and monitor innovative projects in collaboration with the Innovation department
- Ensure consumer and commercial relevance of the product offerings
- Validate and follow product briefs with development, design, product, and communication teams
- Ensure the relevance of communication tool briefs accompanying the product offer
- Actively participate in product launches

Business

- Lead the sell-in process of the product offering with key account managers and subsidiaries
- Contribute to cross-functional projects both upstream (anticipation) and downstream (communication)
- Evaluate projects and product lines (financial and marketing KPIs)
- Represent category interests to internal stakeholders
- Approve and monitor development budgets

People Development

- Continuously ensure the motivation and development of the team

Qualifications

Essential Skills & Experience

- 7–10 years of professional experience + experience in team management
- Knowledge of marketing, market knowledge, appetite for the technical aspects of products, knowledge of financial management
- Leadership, ability to engage and persuade, public speaking, ability to summarize and analyze, business acumen, analytical mindset, ability to have an overall vision

Essential Competencies

- **Strategic Skills:** You have the ability to analyze problems & develop new approaches. Create 3 year plans and strategies for the BU that incorporates competitive issues, trends in the industry and external factors, addressing the full range of organizational implications and develops the brand and business.
- **Leadership:** You have the ability to build, focus and align groups to deliver goals. Set & achieve alignment, collaborate efficiently, communicate the strategy to ensure common understanding.
- **Market Knowledge:** You understand the market context in which the business operates – knowledge of competitors, customers, partners. You see emerging market trends and implications for customers, can identify emerging customer groups and competitors.

Desired Qualifications

- **Education:** Master's degree (Engineering school / Business school)
- **Foreign languages:** Proficiency in French and English
- **Computer skills:** Proficiency in Microsoft Office Suite

Additional Information

Permanent, Full time

Position based in Annecy (74), FRANCE

Regular international travel required (4 times per year, 1 week durations)