

# Category & New Brand Acquisition Manager – Relaxation & Home

## Join Matas Group and help shape the future of Wellness in Nordic retail

Are you a commercially sharp Category Manager with a strong eye for trends, brands and growth opportunities?

At Matas Group, Wellness is a strategic growth platform across our Nordic markets. Within this, Relaxation & Home represents a fast-evolving category where self-care, sleep and balance meet retail innovation.

We are looking for a Category & New Brand Acquisition Manager to drive performance and growth within Relaxation & Home across Matas, while contributing to the broader Nordic Wellness agenda.

You will be part of **Matas Group Commercial** and report to the **Head of Category, Wellness**, collaborating closely with colleagues across Pricing, Space, Activation, E-commerce, Marketing and Supply Chain to drive category performance across channels.

## What you'll own and drive

As Category & New Brand Acquisition Manager, you will be responsible for driving the commercial performance and future development of Relaxation & Home.

You will:

- Drive and contribute to the category P&L, including defining and delivering on KPIs.
- Scout, validate, and launch new brands, segments, and line extensions that set us apart.
- Contribute to the Nordic expansion of Wellness in KICKS across NO, SE and FI, supporting the rollout of categories such as Sleep, Relaxation and Aromatherapy.
- Lead supplier negotiations — from strategic agreements to pricing and investments.
- Own SKU listing and delisting decisions and continuously optimize the assortment to ensure a strong and relevant category structure.
- Identify emerging trends and white spaces to ensure the category remains relevant and differentiated.
- Work closely with internal stakeholders across functions to ensure strong execution across stores and e-commerce.
- Leverage AI tools (e.g. CoPilot, ChatGPT and analytics platforms) to accelerate analysis, improve workflows and strengthen commercial decision-making.

## What you bring

- You thrive in a fast-paced commercial environment where data, brands and consumer trends meet. To succeed in the role, you bring:
- Experience within category management or a similar commercial role in retail or branded FMCG.
- Strong financial understanding and comfort contributing to category performance and KPIs.
- Solid negotiation skills and experience building strong supplier partnerships.
- A sharp analytical mindset and confidence working with data-driven insights.
- Strong communication and collaboration skills across functions.
- A proactive and opportunity-driven mindset with curiosity for new brands and emerging trends.
- Experience using AI tools to improve analysis, workflows or commercial decision-making.

## Why you'll love it here

At Matas Group, we exist ...for beautiful lives — and that includes yours.

We combine high ambition with strong collaboration. We challenge each other. We support each other. We win together.

You will join a company in transformation, where AI, omnichannel excellence and category leadership are at the core of our growth strategy.

We offer:

- Flexible working hours and hybrid working options (Allerød, Købmagergade, Stockholm)
- A culture that values curiosity, ownership and bold thinking
- Strong opportunities for professional and personal development
- The opportunity to build one of the Nordics' most exciting Wellness platforms

If you are ready to help build the future of Relaxation & Home and contribute to the next chapter of Wellness at Matas Group, we would love to hear from you.