

Matas Group - Head of In-House Brands, Skin & Hair

Help build one of the Nordics' leading Beauty & Wellbeing brand platforms

Matas Group is making a significant strategic bet on In-House Brands, with the ambition to take the business to a completely new level across Denmark, Sweden, Norway and Finland. Skin & Hair is at the heart of this journey, with brands including Matas Striber, Matas Natur, Sunny Stories, The Core and Plaisir – and ambitious plans to accelerate innovation and expand across the Nordic markets. We are looking for a Head of In-House Brands Skin & Hair to take end-to-end ownership of the business and product development and drive the next phase of growth.

Own the In-house brand Skin & Hair growth agenda

This is a senior, commercial and highly executional role. You will set the direction for our largest In-house brand business, Skin & Hair, make bold choices on where to invest, what to launch and what to stop – and turn those choices into strong commercial results. Reporting to the Senior VP of In-House Brands, you will lead a team of four product developers and be part of the In-House brands leadership team. You will collaborate closely with Marketing, Category, Logistics, Regulatory and our Nordic markets, as well as our external In-House Brand partners.

Your key responsibilities will be to:

- Own the Skin & Hair growth agenda:** Define and deliver the plan for revenue, margin and Nordic expansion.
- Shape and drive the product roadmap:** Decide what to launch, renovate, scale or stop, translating consumer and ingredient trends and portfolio opportunities into a focused roadmap.
- Own pricing and portfolio performance:** Make pricing decisions and actively manage SKU productivity, lifecycle and delistings. Simplify the portfolio where needed to reduce complexity, create scale and improve economics.
- Lead supplier strategy and partnerships:** Build strong supplier relationships and identify new capabilities. Drive negotiations and structural COGS improvements across the portfolio.
- Lead the team and build the culture:** Create an ambitious, collaborative and engaging team environment with clear priorities and high accountability.

Bring commercial ambition and strong people leadership

You are an engaging and ambitious people leader who gets energy from building strong teams and creating a culture where people collaborate, challenge each other and enjoy delivering great results together.

At the same time, you are growth-minded, commercially sharp and execution-focused, with a strong track record of delivering business growth. You are comfortable making bold, data-backed decisions and mobilising others behind them.

You likely bring:

- Senior experience from beauty, skincare, FMCG, pharmacy, retail or consumer brands, with responsibility for a sizeable category, brand portfolio or business area and experience managing a P&L with significant growth ambitions. Experience from brand management, private label, product development or category management. Skincare or haircare expertise is an advantage.
- Proven people leadership and a track record of building high-performing, collaborative teams.
- Strong commercial judgement across growth, pricing, margin, portfolio optimisation and supplier negotiations.
- Strong stakeholder and communication skills – with the ability to build trust across

markets and create excitement about our loved in-house brands.

- Strong analytical capabilities and ability to use AI-enabled tools to support smarter and faster ways of working in areas such as product development and portfolio decisions, while encouraging the team to continuously identify new opportunities to improve efficiency and business impact.
- A strong execution mindset and the ability to move from decision to delivery with speed.

Location: You can be based in Copenhagen (Allerød, Nørrebro) or Stockholm (central), with hybrid working options. If you are based in Stockholm, you will need to be able to travel to Copenhagen approximately twice per month.

We invest in you

We are here to win...and we want you to be a part of it. At Matas Group you become part of the No.1 Nordic beauty and wellness retailer with 500+ stores across Denmark, Sweden, Norway and Finland, where more than 5,000 employees come together to offer a broad portfolio of loved brands and expert advice to our customers.

At Matas Group, our purpose is ...for beautiful lives, being your true companion throughout all stages of life. When you thrive personally, you shine professionally. That's why we actively invest in mental health, employee growth, leadership development, and a flexible and inspiring workplace where you feel safe, supported, and empowered.

With us, you will work alongside kind and supportive colleagues who dare to be bold and pursue ambitious goals with determination and accountability – without compromising the relationships with our customers, partners, or each other.

If you would like to learn more, please contact Klara de Baracé at kdb@matas.dk We look forward to hearing from you.