

Matas Group is looking for a Commercial Product Lifecycle Planning Lead

Build a new commercial capability – and shape how we manage products throughout their lifecycle

We're establishing a new Commercial Product Lifecycle capability to transform how Matas Group manages product launches, lifecycle decisions and inventory health. We're looking for someone who wants to build it from the ground up and make our decisions more consistent, data-driven and customer-focused.

This is not a traditional planning role. You will combine hands-on analytical work with capability building – initially owning first-order forecasting and, over time, increasingly focusing on processes, governance and AI-enabled ways of working.

You will lead through expertise rather than formal people management, creating alignment across Commercial, Category Operations, Supply Chain, Stores, Data & AI, IT and other key stakeholders.

As our Commercial Product Lifecycle Lead, you will join the newly established Assortment, Space & Planning function and take a central role in building and developing our Commercial Product Lifecycle capability. You will own first-order forecasting for new product launches, including the planning process as well as the methodology & analytical models, using customer demand, commercial insights and AI-supported tools to improve forecast quality.

Alongside this, you will develop the Product Lifecycle operating model to make launch, overstock and delist decisions increasingly structured, data-driven and AI-supported.

Ultimately, your work will help create healthier inventory across Matas Group and improve how we manage products throughout their lifecycle.

Your key responsibilities will include:

- Develop and continuously improve first-order forecasts, methodologies, business rules and analytical models for new product launches.
- Coordinate launch planning across Business Units, Assortment, Category Operations, Supply Chain and Logistics.
- Drive a 2–3 year transformation of the Commercial Product Lifecycle capability, while delivering tangible business impact and inventory improvements from day one and throughout the journey
- Establish scalable processes, governance, RAPIDs, KPIs and operating principles for launch planning, overstock monitoring and delist processes.
- Design business rules, decision triggers and execution models for overstock and delist decisions.
- Define requirements for data, analytics, AI models and supporting tools together with Data & AI.
- Monitor forecasting quality, inventory health and lifecycle decisions to continuously improve business impact.
- Work closely with Category, Merchandising, Logistics and Sales to embed new ways of working into day-to-day operations and ensure successful implementation of SymphonyAI.

What success looks like

Within your first 12–18 months, you will have:

- Improved forecasting quality for new product launches through better data, collaboration and AI-supported tools.
- Improved decision quality and efficiency across launch planning, overstock management

and delist execution.

- Delivered measurable improvements to inventory health.
- Established a scalable Commercial Product Lifecycle capability with a clear roadmap.
- Created strong cross-functional collaboration and buy-in.
- Supported the successful implementation of SymphonyAI and the new Assortment & Space operating model.

Analytical and collaborative planning profile

We expect you to have experience from commercial planning, demand planning, supply chain, retail, business transformation or a related field, combining analytical work with process development and new ways of working. You enjoy building something new, translating data into commercial decisions and creating alignment across stakeholders.

We imagine that you bring:

- Relevant experience within commercial planning, demand planning, supply chain, retail, management consulting or a related area.
- Strong analytical capabilities and experience with data-driven decision-making.
- Experience developing or improving business processes and operating models.
- Solid project management skills and experience driving cross-functional initiatives.
- Strong stakeholder management skills and the ability to create alignment without formal authority.
- Curiosity and practical experience with AI, automation or advanced analytics.
- A Master's degree within Business, Economics, Supply Chain, Engineering or a similar discipline.

Experience from retail, FMCG or consumer goods is an advantage, but not a requirement.

As a person, you are curious, analytical and collaborative. You take ownership, challenge existing ways of working and you are comfortable both diving into the details and building scalable solutions for the future.

You combine commercial instinct, analytical strength and inventory discipline with the ability to influence across the organization.

You see inventory as commercial capital moving through a product lifecycle – and use data and insights to identify when to act to protect value and improve performance.

AI expectations

We expect you to actively use and explore AI-supported forecasting, analytics and automation to improve decision-making and efficiency. You will work with Data & AI to identify where AI can create meaningful business impact.

We invest in you

This is an opportunity to build a capability that will become a central part of how Matas Group manages product launches, lifecycle decisions and inventory health. You will work across four Nordic markets and collaborate with colleagues across Category & Merchandizing, Supply Chain, Sales, Data & AI and Business Transformation. Lastly, you will have the opportunity to shape how one of the Nordic region's leading beauty and health retailers makes commercial decisions in the future.

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.