

# Head of Category, Wellness in Matas Group

## Build the future of Wellness in the Nordics

Matas has transformed from Denmark's leading Health & Beauty destination into a Nordic omnichannel powerhouse operating across four markets and two banners. Our purpose is ...**for beautiful lives**, and our ambition is bold: **Win the Nordics** by becoming the #1 retailer across markets, channels, and core categories.

Wellness is not just a category. It is a strategic growth engine. Consumer demand for healthier, more balanced lives is accelerating — and we intend to lead that movement.

We are now looking for a commercially sharp, AI-forward and growth-obsessed **Head of Category, Wellness** to shape the next chapter of our Nordic Wellness journey.

This is a role for a leader who doesn't just manage a category — but builds it, delivering exceptional experiences for our 6M+ customers across the Nordics.

## Your impact

As Head of Category, Wellness, you will define the future of Wellness across Matas (DK) and KICKS (SE, NO, FI). You will own the P&L, set the strategic direction, negotiate with our suppliers and drive commercial performance across markets and channels — physical and digital.

You will report to the Senior Vice President of Health, Wellness & New Business and lead a team of Category Managers & New Brand Acquisition Managers based in Denmark. You will work cross-functionally with Pricing, Space, Own Brand, E-commerce, Stores, Business Development, Activation, Marketing, and Supply Chain.

Success in this role requires strong leadership, commercial understanding, influence, speed, a data-driven mindset and the ability to mobilise teams.

## What you will drive

### Category growth & strategic direction

- Define and execute a bold, data-driven Nordic Wellness strategy across markets and channels.
- Identify new growth platforms and emerging trends to continuously evolve the Wellness proposition.
- Own and deliver the category P&L — driving sustainable revenue growth and strong margins. Challenge the status quo and rethink how Wellness is presented, activated and experienced across omnichannel touchpoints.
- Co-develop and accelerate the Own Brand pipeline in close collaboration with In-House Brands.

### Supplier strategy & value creation

- Build strategic supplier partnerships and lead fact-based negotiations that strengthen margins, secure best-in-class terms and unlock joint growth opportunities across the Nordics.

### Nordic expansion

- Lead the Nordic rollout of Wellness in KICKS across SE, NO and FI.

### Smarter ways of working powered by AI

- Elevate how we work — not just what we deliver. Leverage AI to elevate the customer offering and embed data-driven decision-making across the team.
- Simplify and optimise category processes to increase speed and execution power.
- Drive the use of AI tools within the category team to improve productivity, scenario planning and supplier negotiations.

### Leadership & culture

- Lead, coach and develop a high-performing category team.
- Foster ownership and engagement while championing our values: Results, Relations & You.

### Your profile

You are commercially sharp, strategically strong and comfortable making bold decisions backed by data.

- 7+ years of commercial experience from retail or supplier side, managing large multi-million P&Ls with ambitious growth targets.
- A strong consumer centric mindset
- An inspiring, strong leader with experience building and developing high-performing teams.
- Proven track record in strategy execution and negotiations

- Strong AI and analytical capabilities — you understand how to apply AI tools to commercial decision-making and performance tracking.
- Strong stakeholder management skills — able to influence across functions and markets.
- Experience working across Nordic markets is a strong advantage.
- Able to work from Matas HQ in Allerød at least three days per week.

#### **What's in it for You?**

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 would like to learn more, please contact **Klara de Baracé** at [kdb@matas.dk](mailto:kdb@matas.dk)

If this sounds like your next challenge, send your CV via "Apply."

We look forward to hearing from you.