Matas Group - eCommerce Product Owner

Shape the future of eCommerce across Matas Group

Are you passionate about eCommerce, customer experiences and digital innovation? Do you have the commercial instinct to spot opportunities others miss, the analytical ability to challenge established thinking, and the drive to turn ideas into measurable business results?

We are looking for an ambitious eCommerce Product Owner to help shape and continuously improve our digital customer experiences across the Nordics.

We are here to win, and we want you to be 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 and more than 5,000 colleagues working together to serve our customers.

Our ambition is clear: to grow our presence across every Nordic market, every channel and every category.

Drive eCommerce growth, conversion and innovation

As eCommerce Product Owner, you will own the commercial vision, business roadmap and priorities for your product area, ensuring that our digital experiences continuously evolve to meet customer expectations and deliver measurable business value. You will play a central role in identifying where our customer journeys can be improved, where commercial potential remains untapped, and how new ideas and technologies can help us stay ahead. This requires more than managing a roadmap. We expect you to bring deep eCommerce market understanding, intellectual curiosity, strong commercial judgement and an exceptional drive to challenge the status quo.

You will work closely with Product Design & Analytics, Platform Owners, development teams and commercial stakeholders across our Nordic markets. You do not need to be the specialist in every discipline, but you must have the insight and analytical strength to identify what is missing, ask the right questions and bring the right people together to create results.

Your key responsibilities

- **Own the product vision and business roadmap:** Define and develop a clear commercial direction for your product area, aligned with customer needs, business objectives and Group-wide priorities.
- **Drive conversion and commercial performance:** Take ownership of identifying and prioritising opportunities to improve conversion, customer journeys and commercial KPIs, working closely with Product Design & Analytics on customer insights, experimentation and continuous optimisation.
- **Challenge and innovate:** Proactively explore new eCommerce opportunities, emerging customer behaviours, competitive developments and technologies, including AI, and translate relevant opportunities into meaningful product improvements.
- **Identify where the experience falls short:** Combine customer understanding, commercial insight and analytical thinking to spot friction, unmet needs and improvement opportunities across the digital shopping journey.
- **Make clear prioritisation decisions:** Balance customer value, commercial potential, strategic relevance and available capacity. Challenge stakeholder requests and make deliberate trade-offs rather than simply managing incoming demand.
- **Lead product discovery:** Frame customer and business problems, define desired outcomes and work with Product Design & Analytics and Platform Owners to explore and validate potential solutions before committing to development.
- **Collaborate across business and technology:** Partner closely with Platform Owners to

align commercial priorities with technical capabilities, feasibility and platform development, while respecting clear ownership of business and technical responsibilities.

- **Connect our Nordic markets:** Understand local market needs while actively identifying opportunities to develop shared, scalable Group solutions.
- **Own business outcomes:** Define success measures, follow up on commercial impact after launch and use performance insights to continuously improve the product.

What you bring

We are looking for someone who combines strong eCommerce experience with outstanding analytical capabilities, commercial ambition and a genuine passion for digital innovation. We expect you to bring:

- Solid experience from eCommerce, digital product management or a similar commercially oriented digital role.
- A deep understanding of eCommerce customer journeys, conversion drivers, digital shopping behaviour and the competitive landscape.
- A demonstrated ability to identify and drive improvements in conversion, customer experience and commercial performance, ideally through data-driven optimisation and experimentation.
- Exceptional analytical and strategic thinking skills, with the ability to quickly understand complex problems, connect insights across disciplines and identify opportunities that others may overlook.
- A strong innovation mindset and genuine curiosity about emerging technologies, AI, changing customer expectations and the future of digital commerce.
- Strong commercial judgement and the confidence to challenge assumptions, question established solutions and make difficult prioritisation decisions.
- Experience collaborating effectively with UX, analytics, technology and commercial specialists to turn opportunities into tangible results.
- The ability to engage stakeholders across functions and markets, build alignment and maintain a clear strategic direction.

As a person, you are naturally curious, commercially driven and proactive in identifying opportunities for improvement. Combining analytical thinking with a strong understanding of customer needs and business performance, you challenge existing ways of working to create measurable value.

Comfortable navigating commercial priorities, customer insights and technical discussions, you balance strategic perspective with attention to detail. A collaborative mindset, strong sense of ownership and ability to turn ideas into action are key to delivering meaningful customer and business outcomes.

Join Matas Group

You will join an ambitious organisation working to create leading digital customer experiences across the Nordic beauty and wellness market. In this role, you will have the opportunity to influence the direction of our eCommerce products, collaborate with talented colleagues across business and technology, and help shape how we innovate and grow as a Group.

Practical details

- **Start date:** As soon as possible
- **Location:** Allerød, Denmark
- **Employment type:** Full-time
- **Workplace type:** Hybrid, with the possibility to work from home 1–2 days per week