

Matas Group - Head of Digital Project Excellence

Build project excellence across Digital & Commercial Tech

This is an opportunity to strengthen how we plan, coordinate, and execute digital projects across Digital & Commercial Tech, while working closely with the broader Digital, Tech & AI organization on cross-domain initiatives. As Head of Digital Project Excellence, you will build the capabilities and ways of working that enable teams to deliver complex initiatives with greater clarity, speed, and impact – without adding unnecessary processes or bureaucracy.

This is a new key role within Digital & Commercial Tech, created to strengthen our ability to plan and execute projects across a complex digital landscape. Success is not about introducing heavy project methodologies – it is about creating strong execution, effective coordination, and a pragmatic project culture that works in an agile organization with many simultaneous and technically complex initiatives.

You will lead a small Project Excellence team consisting of three cross-functional Project Managers. Together, you will drive major digital projects while raising the quality of project management across Digital & Commercial Tech. Your key responsibilities include:

- Leading and developing the Project Excellence team and its three cross-functional Project Managers
- Driving larger, cross-functional digital projects spanning multiple platforms, teams or complex dependencies
- Coaching and supporting Platform Owners and teams in effective project practices
- Sharing best practices and creating a common, pragmatic approach to project execution
- Establishing and driving quarterly planning across our development teams
- Facilitating prioritization and leading capacity planning to create realistic plans and transparency around deliveries and dependencies
- Coordinating across local development teams, hybrid and offshore teams, external vendors, and teams in Pakistan
- Strengthening collaboration and alignment across a complex stakeholder landscape

Make great project execution easier

An important part of your role will be strengthening Operational Excellence across Digital & Commercial Tech. Platform Owners remain accountable for driving initiatives within their own platforms. Digital Project Excellence supports them with pragmatic project practices and takes direct project leadership when initiatives span multiple platforms, teams or complex dependencies.

You will establish a simple and scalable approach to project management, creating greater consistency and standardizing processes where they add value. With a pragmatic mindset, you will help strengthen planning, coordination, and execution while keeping administration to a minimum.

The goal is clear: make it easier for teams to navigate complex projects, collaborate effectively, and deliver with speed and quality.

AI expectations

We see AI and agentic automation as a significant opportunity to fundamentally improve how projects are planned, coordinated, and managed. In this role, you will be expected not only to automate recurring administrative activities, but to actively explore and implement AI-enabled and agent-based ways of working across project execution. This includes areas such as continuous status tracking, action and dependency follow-up, proactive identification of risks and blockers, planning, stakeholder communication,

documentation, and project health monitoring.

The ambition is to build a modern, AI-enabled project capability where humans remain accountable for decisions and outcomes, while agents increasingly support and automate the operational mechanics of project management.

Beyond using AI yourself, you will help establish practical ways for our Project Managers and Platform Owners to integrate AI and agentic workflows into their everyday project work, improving execution and freeing up time for higher-value activities.

Bring pragmatic leadership and strong organizational understanding

We are looking for an experienced leader who knows how to create structure in a complex digital organization without slowing it down.

We are looking for a profile with:

- Experience leading Project Managers
- Demonstrated experience delivering complex digital projects
- Strong organizational understanding and the ability to navigate across teams and functions
- Experience with portfolio or quarterly planning
- The ability to create structure without introducing unnecessary bureaucracy
- Strong stakeholder management and coordination skills
- Strong curiosity and preferably practical experience with AI automation, agent-based workflows, or emerging AI-native ways of managing complex work
- Experience from software development or digital product organizations

Most importantly, you bring a strong track record of pragmatic project leadership in an agile environment with multiple simultaneous initiatives and a high degree of technical complexity.

As a person, you enjoy building new ways of working and are motivated by improving the execution capability of the wider organization. You can bring people together around priorities, create clarity in complexity, and balance structure with pragmatism.

We invest in you

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.

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.