

Matas Group - Head of Brand Strategy & Marketing, In-House Brands

Build the next generation of Nordic brands

Matas Group is making a significant strategic bet on In-House Brands, with an ambitious growth agenda across Denmark, Sweden, Norway and Finland. We are building a new Nordic In-House Brand organisation and are looking for a Head of Brand Strategy & Marketing, In-House Brands to build the marketing and brand capability.

At the heart of this ambition is Matas Striber – one of Denmark's most loved and recognised brands – which we aim to develop into a Nordic power brand. Alongside Striber, our portfolio spans skincare, haircare, health & wellness and lifestyle through brands including Matas Natur, Plaisir, FLAER, KICKS Beauty, Sunny Stories, Medicare and Matas Material.

Build brands that can win across the Nordics

You will own how our In-House Brands are positioned, built and activated across the Nordics – combining strong brand thinking with commercial impact. This is an opportunity to strengthen our most important brands and take one of Denmark's most iconic everyday brands into new markets.

Reporting to the Senior VP of In-House Brands, you will lead a Nordic team of three, primarily Brand Leads, and work closely with Marketing, Category, Stores and Digital.

Your key responsibilities will be to:

- **Build Matas Striber into a Nordic power brand:** Own the overarching brand platform and translate a deeply loved Danish brand into a strong and relevant Nordic proposition.
- **Shape our house of brands:** Define clear roles, positioning and identities across the In-House Brand portfolio, ensuring our brands are distinctive, relevant and work together as a strong portfolio.
- **Own brand expression and product design:** Set the direction for visual identity, packaging and design principles across brands and markets.
- **Drive marketing strategy and investment:** Prioritise investments across brands, categories and launches to maximise growth and brand impact, measure effectiveness and continuously improve.
- **Build a launch model:** Create launch tiers, toolkits, education and KPIs that enable us to launch faster and with greater impact across markets.
- **Win in our owned channels:** Define how our In-House Brands should show up across stores, eCom, CRM, social and campaigns, working with channel owners to secure strong visibility and execution.
- **Lead a high-performing team:** Lead and develop the In-House Brand Marketing & Brand team and establish effective new ways of working across Group. Use AI to rethink how we build brands, create content and work smarter

Your profile: Bring brand-building expertise and a data-driven mindset

You are a brand builder with commercial instincts. You combine creativity and strong consumer understanding with data, pace and the ability to turn ideas and strategic choices into action. You are comfortable setting a clear direction while collaborating across functions and markets to bring others with you. You connect brand decisions to commercial outcomes and are motivated by the opportunity to build both brands and capabilities.

We imagine that you bring:

- A strong track record of building and growing consumer brands, ideally from FMCG/CPG, beauty, wellbeing, or private label retail with a strong consumer-centric

mindset.

- Strong brand strategy and brand development experience – from positioning and packaging through activation.
- Excellent stakeholder management skills and the ability to influence across functions, countries and seniority levels. Strong communication skills – creating excitement about our loved in-house brands.
- A commercially sharp and data-driven mindset, with a proven track record of growing brands.
- Strong leadership skills and experience developing high-performing teams.
- An AI-first mindset. We expect you to work with how AI can accelerate consumer insights, content and concept development, and enable the team to work smarter and moving from idea to execution faster.

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.