

Technical Product Owner – CMS & DAM

Drive digital excellence at the heart of one of Denmark's leading omnichannel retailers

Over the past years, **Matas Group** has undergone a radical digital transformation. Today, we're a fully integrated omnichannel company, with over 25% of our revenue coming from digital channels—and we're just getting started. With ambitious goals to redefine customer experiences through innovation and technology, we are now looking for a **Technical Product Owner** to lead and evolve our **Content Management System (CMS)** and **Digital Asset Management (DAM)** platforms. Join Matas Group and become part of a dynamic, forward-thinking team where your ideas and expertise will directly shape how we create and manage digital content.

About the Role

Are you passionate about building scalable, user-centric content and asset platforms? Do you enjoy bridging the gap between business needs and technical execution?

As our **Technical Product Owner – CMS & DAM**, you will own the roadmap, vision, and continuous improvement of our core content platforms (CMS: Contentful and our DAM system). You will collaborate closely with ecommerce sales, content, tech, and design teams to ensure that our content and asset workflows are efficient, modern, and aligned with business goals.

This role is not just about setting direction – it's also about getting hands-on. We're looking for someone who's ready to dive into the details, support implementation, troubleshoot issues, and help drive real change across our content ecosystem.

Your Responsibilities

- **Own the CMS & DAM Product Vision:** Define and maintain the product roadmap, prioritize features, and align with business stakeholders across Matas Group.
- **Enable Scalable Content Delivery:** Ensure our CMS (Contentful) supports streamlined publishing workflows, localization, and omnichannel content delivery.
- **Optimize Digital Asset Management:** Drive the evolution of our DAM platform to support efficient media asset lifecycle management and accessibility.
- **Translate Business Needs into Technical Solutions:** Gather requirements, write user stories, and work closely with developers and external partners to implement scalable solutions.
- **Champion Best Practices:** Establish standards, provide training, and enable internal teams to work effectively with content and asset platforms.
- **Lead Platform Integrations:** Support API-based integrations and composable architecture to ensure interoperability across systems.
- **Drive Innovation:** Explore and evaluate tools, automation, and AI-driven enhancements to continuously improve user experience and internal workflows.

What You Bring

- Strong experience as a Product Owner or Technical Lead for CMS (preferably Contentful) and DAM platforms.
- Solid understanding of modern web architectures, APIs, and integration patterns.
- Ability to balance strategic vision with hands-on implementation and optimization.
- Experience working with cross-functional teams, including development, design, and sales.
- Clear communication skills—able to explain complex technical topics to non-technical stakeholders.
- A proactive and collaborative mindset, with a passion for digital innovation and user experience.

What's in It for You?

At Matas Group, we're driven by a shared purpose: **"...for beautiful lives"**—supporting our customers and employees throughout life's journey. You'll find a culture built on **Results, Relations, & You**, where individuality and growth are celebrated.

Your Day-to-Day Benefits Include:

- A key role in one of Denmark's most digitally ambitious retail organizations.
- Competitive salary and benefits.
- Professional development opportunities and internal career progression.
- Flexible working hours and the option to work remotely or from our modern office in central Copenhagen (Købmagergade).

- A collaborative environment that welcomes new ideas and values innovation.

If you're ready to take ownership of core digital platforms and shape the way millions of users engage with our brand, we'd love to hear from you.

If you have any questions please direct them to Business Researcher Magnus Rahm at mar@pointersearch.dk from Pointer A/S, who is assisting Matas Group in the process of finding our new Technical Product Owner.