

Matas Group - Head of Experience Platforms

Build the digital experiences that drive our business forward

Take the lead in shaping the digital experiences that connect customer interactions across our Nordic markets. As Head of Experience Platforms, you will bring technology, commercial priorities and people together to build connected, modern and high-performing digital experiences that make a real difference for our customers and our business.

You will lead a strategically important area within Group Digital & Consumer Tech, with responsibility for the platforms and capabilities at the heart of our digital customer experience. Your scope spans Search, Navigation & Personalization, CDP, frontend experience and visual expression, as well as Retail Media – giving you the opportunity to influence how customers discover, engage with and experience Matas Group across our Nordic markets.

Reporting to the SVP Group Digital & Consumer Tech, you will lead and develop a team of four Platform Owners. You will set a clear direction, turn strategic and commercial priorities into action, and create the conditions for your team to succeed. This is a leadership role for someone who combines strategic perspective with a hands-on mindset: coaching and challenging the team, removing roadblocks and staying close enough to execution to actively accelerate progress and impact.

Your key responsibilities include:

- Leading and developing the Experience Platforms area
- Ensuring high quality and stable operations across platforms supporting our customer experience
- Translating commercial priorities into clear platform roadmaps, technical priorities and concrete deliverables
- Driving roadmaps, prioritization, and execution across the platform portfolio
- Creating strong collaboration between Platform Owners, development teams, and commercial stakeholders
- Building a strong platform team with deep expertise, ownership, and a high degree of autonomy
- Ensuring new Experience Platforms can be successfully integrated into the organization as the area evolves

You will not necessarily own a dedicated platform yourself. However, you should be comfortable stepping in and taking hands-on ownership of new platforms during transition periods until the organization is ready to take them on.

Combine leadership, technology, and a drive to execute

We are looking for a leader who stays close to execution and is equally comfortable engaging with technology and business priorities. As a person, you create structures where it adds value without introducing unnecessary processes or frameworks, and you know how to balance technical considerations with commercial needs.

We expect you to bring:

- Experience working with digital customer experience platforms
- A solid technical foundation and the ability to understand technology well enough to make sound priorities and decisions
- Previous experience as a Technical Product Owner, Platform Owner, Product Manager, or in a similar role
- Experience working closely with software development teams
- An understanding of modern e-commerce architecture and SaaS platforms
- Experience with platforms within search, personalization, CMS, frontend, or similar

areas, which will be a clear advantage

We don't expect you to be the deepest technical specialist on every platform. What matters is your ability to understand technology, ask the right questions, and make strong decisions about where to focus.

As a person, you naturally build trust and commitment around you. You are decisive, take ownership of progress and delivery, and communicate clearly with both technical and commercial stakeholders. You work in a structured way without creating unnecessary bureaucracy and are comfortable navigating a fast-paced organization with many stakeholders. Just as importantly, you are motivated by building strong teams and developing the people around you.

Build a new strategic area in Group Digital

This is an opportunity to build and shape a new strategic area within Group Digital. You will have significant influence on how we develop our customer experience through our platforms, organization, and ways of working. This role brings together leadership, technology, and commercial understanding, giving you the opportunity to set the direction for a central part of Matas Group's continued digital development.