



KAZ, part of the Helen of Troy group, is a state of the art global leader in healthcare devices and home comfort appliances that operates in 65 countries on six continents, marketing high-quality, high-value products to the world's retail and pharmacy outlets. KAZ product portfolio includes Honeywell, Vicks, Scholl, Veet and Braun brands. For our EMEA Headquarters in Lausanne, we are sourcing a:

BRAND MANAGER

Your responsibilities

Reporting to the VP, Marketing - Global Category Organization (GCO) and to the SVP & General Manager EMEA you are responsible for the innovation and new product development for the Scholl product line as well as the Braun Blood Pressure Monitors. You plan, organize, direct, and provide leadership cross-functionally to achieve long-range business development objectives:

Global Strategy Development:

- Develop long-range Global Strategies for your categories including new product planning, pace of innovation, brand hierarchies, recommendations for distribution expansion, and sharing of key success drivers (Commercial Initiatives).
- Manage a rolling 3- year Roadmap of qualified new products within the specified categories.

New Products:

- Act as a "Champion" for upstream development through Phase 2 in the Kaz NPD process (developing product positioning, branding, required features, design direction, packaging, pricing, etc.)
- You work closely in conjunction with local Regional Marketing Organizations, Program Management, Industrial Design and R&D.

Portfolio Management:

- Assure each SKU is profitable and properly positioned relative to other Kaz products and competition in the marketplace.

Innovation Exploration:

- Key point of contact to collect, evaluate and make recommendations about new technologies and/or new product ideas within the specified categories.

Category Reviews & Communication:

- Periodic category reviews with the regions in order to keep abreast of the threats & opportunities and to evaluate their impact on Kaz's Global Strategy and New Product Roadmap,
- Communicate to the broader global team about GCO initiatives and activities as well as the status of global new product programs.

Your profile

You are a driven and energetic person with a strong sense of ownership. You are a natural team player with excellent cross functional leadership and you can communicate across cultures.

You are flexible, able to multitask and to prioritize, you have very good organization skills. You have an analytical mind, are able to think strategically at global level and to produce creative solutions.

Technical requirements:

- MBA in Marketing/ Management
- English fluent, any European language would be an asset
- Solid marketing experience in consumer products in the EMEA region with exposure to market research, new product & packaging development as well as agency management experience
- Global or Licensing experience would be a plus
- Budgeting/ financial skills as well as P&L management understanding
- Computer literacy (MS Office)
- Ability to travel approx 15% of working time

If you recognize yourself in the above profile and would like to evolve in a dynamic fast growing international company, please send your email application in English to:

hr-europe@kaz.com