



Date: January, 2014
Job Title: Product Line Manager/Merchandiser – EMEA Footwear
Department: Product
Reports to: Managing Director and head of KEEN EMEA
Status: Salaried Employee

Who We Are:

Founded in 2003, KEEN was first recognized for its iconic Newport sandal, which featured unique toe protection technology. Since then, KEEN has grown into a dynamic, global organization providing original, quality, outdoor-inspired footwear, clothing, bags and socks for a wide range of fans who seek comfort, fit, durability and style. As a private, family-owned company with roots in manufacturing, we care about giving back to our industry and local communities. We also care about the skill of making things again and creating jobs. Over the past 5 years we have built our own state-of-the-art footwear factory in Portland, OR; our own bag and clothing factory in Chico, CA; and have produced innovative socks on our own machines in Charlotte, NC.

This is who we are and is our commitment to be a different company. We seek women and men to join us who think the same way. Come join us on our journey.

General Summary:

KEEN is seeking a Product Line Manager/Merchandiser who will lead the development and be directly responsible for executing regional 'go-to-market' product strategies in Europe. While global product direction will be set by HQ, you will partner with the Managing Director of KEEN EMEA and various cross functional partners, namely the VP of Product, the VP of Merchandising and the relevant Business Unit Managers, to develop short and long-term strategic plans for various footwear categories. You will be responsible for introducing innovative and profitable products that will entice the consumer while developing seasonal initiatives and line plans. You will also construct long-term business plans and drive to achieve these plans. You must be capable of utilizing market knowledge to provide clear product direction to Design resources and work cross-functionally to develop product lines, meet key dates, and achieve net sales, net margin, and brand objectives.



The successful candidate will report to the KEEN European headquarters in Rotterdam and will have the opportunity to work with KEEN's international team in Portland, OR, USA and subsequent partners in Asia.

Key Responsibilities:

Consumer Understanding

- Develop a deep understanding of target consumer groups within the EMEA footwear market with a primary focus on key revenue generating markets like Germany and the U.K.
- Be trend aware both inside and outside the industry. Know how trends affect consumer behaviors.
- Guide product direction based on consumer understanding, needs assessment, trends and insights.

Marketplace / Channel Management

- Thorough knowledge of competitive landscape requiring deep understanding of competing brand strengths, weaknesses and market position.
- Thorough knowledge and understanding of EMEA consumer nuances, especially where they differ from the US consumer.
- Demonstrate Retail channel understanding, awareness and opportunity assessment capability.
- Develop regionally relevant line plans and product strategies based on market knowledge to address/maximize opportunities.

Line Planning & Management

- Possess a strong Business acumen, leadership skills and bottom line accountability.
- Direct involvement in the Product Development process. Effectively lead, communicate and execute multiple seasonal plans through the process.
- Articulate product briefs that inspire design to create better product solutions exceeding consumer expectations.
- Create, lead and articulate line planning skills and vision. Ensure the alignment of design and development to specified margin goals.
- Set pricing in line with target margin goals, competitive set and consumer acceptance.
- Manage line plans and line lists.
Be an effective and impactful partner with design, development, sales management and marketing through the development process.



Leadership/Cultural Responsibilities:

- Contribute to an environment of trust and mutual respect.
- Maintain a strong commitment to teamwork and concern for others.
- Seek growth and learning opportunities.
- Maintain a high level of personal responsibility and ownership.
- Use effective communication and listening skills.
- Maintain a high level of personal accountability and integrity.

Knowledge/Skills Required:

- Bachelor's Degree in Business, Marketing or Merchandising preferred or equivalent combination of education and experience.
- Minimum of 5 years of product line management experience or product merchandising experience, preferably within the European Footwear marketplace.
- Demonstrated knowledge of the footwear market and product development.
- Understanding of both US and EMEA markets and how to develop regionally relevant ranges.
- Strong retail math acumen.
- Proven success in range planning and forecasting.
- Proven experience in market research and analysis.
- Excellent presentation and communication skills.
- Strong analytical and organizational skills.
- High level of proficiency with MS Windows "Office" suite of software, including formulas and tables in Excel.

Physical Requirements:

- Ability to travel a minimum of 35% of the year and up to 2 weeks at a time.
- Ability to assist in trade show booth and sales meeting set up, including lifting up to 50 pounds

Employee Conduct: It is the responsibility of every employee to contribute to a positive work environment through: teamwork, positive, honest and effective communication, and professional interactions with co-workers, customers and partners.

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Managing Director and Head of KEEN Middle East and Africa

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