



NORTH AMERICAN ECOMMERCE MANAGER

RECRUITMENT PROFILE

www.pocsports.com

THE FOREST GROUP

6181 CLARK MOUNTAIN ROAD

LOTUS, CA 95651

530.344.0100

theforestgroup.com

POC

Dynamic and innovative, unique design aesthetic, cross generational reach, intrinsic focus on technical innovation and commitment to safety—all have been used to describe POC and the work they are doing to ensure that athletes and enthusiasts have access to the highest standards in safety gear.

POC is a Swedish brand, built on a strong mission; to protect lives and reduce the consequences of accidents for athletes and anyone inspired to be one.

The company's HQ is based in Stockholm, Sweden. Here, they conduct all product creation and take pride in their cross scientific approach to developing product through collaboration amongst different fields such as engineers, material specialists, industrial and graphic designers, neurologists and back specialists. Being that Stockholm is an important center for some of Europe's leading research and development experts in the areas of safety, medicine, health care, advanced product development and testing it is only natural that POC executes its R&D in this way.

When developing a product at POC they do it in the spirit of doing the best, never compromising in choosing materials or construction and never compromising safety, quality or performance. The end result is a line of lightweight, high performance gear that offers the ultimate protection against injury thanks to superior impact absorption and penetration resistance.

History

POC was founded in 2005 and made its first entry, addressing the ski racing market, at the ISPO trade show where it also introduced its mission. POC's new ideas and solutions to improve ski racing safety, by reducing the force transmitted to the brain and body in case of a crash, gained a lot of attention.

At the Turin 2006 Winter Olympics, US alpine ski racer, Julia Mancuso won the gold medal in giant slalom and pictures of her wearing a POC helmet and goggles were published all over the world. Since then, POC has evolved and developed protection for different categories including freeskiing, snowboarding, mountain and road bike disciplines.

At the beginning of 2014, POC announced a three-year partnership to become the official helmet and eyewear supplier of Cannondale-Garmin Pro Cycling team. At the same time, POC established an exclusive partnership with Volvo Car Group to explore new ideas within safety and design and announced the launch of AVIP – its first specific road bike range. AVIP stands for Attention, Visibility, Interaction and Protection and is POC's most ambitious initiative to date, promoting safety for road cyclists. To achieve higher levels of performance, and balance the expertise gained from POC Lab in safety and medicine, POC established WATTS Lab. WATTS Lab brings together knowledge from specialists in aerodynamics and is a highly specialized department whose objective is to optimize POC products, allowing the cyclist to go faster, using less energy.

Following the AVIP concept, POC launched Raceday in 2015. Raceday is built on the experiences of the AVIP range and has been further developed to optimize and enhance performance when racing, to give competitive cyclists the most optimal equipment in their quest to win.

In the fall of 2015, POC showcased its largest bike-related product line ever at Interbike and went public with the lines on March 1, 2016. New additions included the Fondo recreational road clothing line and the Resistance mountain bike clothing line, as well as new eyewear, helmets and other protective gear.

In the same year, POC was acquired from Black Diamond, Inc. by Investcorp. POC's Global Ecommerce Director, David DeMartini, describes the relationship in this way, "The transition to the Investcorp family has been a very positive experience for POC. They are very supportive of our growth plan and have provided valuable guidance as we work through implementing our evolved strategy. POC is a unique and interesting brand within their portfolio and they've given us the tools to be successful."

POC Lab

In order for POC to be at the forefront of safety, innovation and development POC Lab was created. It is POC's scientific forum, bringing together experts from a range of disciplines and medicine. They support and advise POC to ensure that what they develop is the most reliable and advanced protection on the market.

POC Lab allows collaboration with some of the world's foremost sports medicine experts, brain scientists and specialists in spinal cord injuries. Members are carefully selected for their unique expertise. Each member shares POC's mission to do the best they can to possibly save lives and to reduce the consequences of accidents.

To complement their scientific experts and to make sure their products are optimal POC also draws on guidance from material technologists and their team athletes, including X Games riders, Olympic cyclists and elite World Cup skiers.

Further, they listen closely to what their core customers and users of their protective gear have to say. As POC values customer feedback and suggestions, they hope it allows them to develop even better products.

The Volvo Partnership

Our partnership with Volvo Car Group allows us to exchange knowledge and experience in order to mutually explore new ideas within safety and design. The partnership will explore possibilities to extend the safety knowledge as well as products and services offered by Volvo and POC.

Together with Volvo, POC is looking at new ways to promote safety and the initial research and development project is focused on communication between cars and cyclists. Volvo has the vision,

competence and experience and has been leading the development within road safety for more than 80 years and for POC, it's a treasure to interact on safety with them.

The partnership has allowed for state of the art research, full scale testing and has supported and injected new ideas into POC's development processes.

Further, their collaboration with Volvo has given them the opportunity to utilize Volvo's knowledge in aerodynamics and their wind tunnel facility for aerodynamic optimization. Volvo is also a part of POC's WATTS Lab.

WATTS Lab

Aero Relevancy Research and Design

WATTS Lab is a highly specialized department whose objective is to optimize performance and aerodynamics in POC products, allowing the cyclist to go faster while using less energy.

WATTS Lab brings together knowledge and experience from the Cannondale-Drpac Pro Cycling team, aerodynamic specialists and experts in CFD (Computational Fluid Dynamics). All members are carefully selected for their expertise and to give POC's product development team scientifically validated input on what to apply and focus on to improve performance and aerodynamic efficiency.

To develop products that match POC's uncompromising vision, they work closely with the members of WATTS Lab. Allowing POC to predict and improve performance at an early stage and throughout the development process.

Saving watts and seconds

Ryder Hesjedal won the 2012 Giro d'Italia after 91 hours, 39 minutes and 2 seconds of riding. The difference to second place Joaquim Rodriguez was 16 seconds, which if averaged across the 3,476 kilometers of the race, represents 0.005 seconds per kilometer. And across the 21 stages it means an average winning margin of 0.76 seconds per stage.

In road cycling, the margins of victory are small and every second is valuable. For Raceday, POC was curious to see what could be achieved in terms of aerodynamic performance. Being able to affect 80% of your aerodynamic efficiency is a challenge POC has taken very seriously and it has required them to find new ways and solutions to improve performance

Together with the aerodynamic specialists in WATTS Lab, POC has studied the specific performance needs in road cycling and importantly not only what to focus on, but also where to focus.

The Culture

The most important aspect and reason for success at POC are the proficient and committed employees who make up the POC team. Among the POC staff in Sweden there is a wide range of experience and perspectives, from industrial, fashion and graphic designers, CAD and polymer engineers to

communicators, marketers and ambassadors - all with a huge passion for the activities they develop and products they market.

At the North American HQ, the same dedication to hard work and commitment to the POC mission is found among the 22 person staff. While there are no product designers in the Park City office, all share a love for the gear POC creates.

Being the North American division of a Swedish company, it is no surprise that the office has a very Scandinavian design aesthetic. While the vibe is easy going and not very corporate, the ability to grind when needed and a good attitude are a must have combination to be successful. That, along with a willingness to collaborate and help out where ever there is a need, make the team in Park City a cohesive group with a united purpose.

The potential to include some physical activity during the work day is encouraged. There is an on-site locker room with a shower so employees can take advantage of a long ride during lunch or the many other opportunities found in the area for an outdoor head break. In the winter, this team loves the snow and getting outside. Good thing the HQ is located in Park City, where an abundance of trails, slopes and roads allow for the ability to get out and play and of course, as part of the POC team, play safely.

The Home: Park City, UT

Nestled high in the Wasatch Mountains, the historic mining town of Park City, Utah is unlike any other ski town in the world. It's home to two world class ski resorts, four-season recreation , sophisticated dining, and year-round events; all just 32-miles from Salt Lake City International Airport. At 7,000 feet above sea level and a population of around 7,500, Park City lies east of Salt Lake City in the western part of Utah. Framed by the craggy Wasatch Range, it's bordered by the Deer Valley Resort and the huge Park City Mountain Resort, both known for their ski slopes.

In the winter, you'll find world class skiing and snowboarding with lift access directly to the town's historic Main Street. You can also enjoy the thrill of speeding down the same bobsled run used for the 2002 Winter Olympics in an authentic competition bobsled. Other activities include Nordic skiing on groomed trails, guided snowshoe tours, and snowmobile tours. In the summer, access lift-served mountain biking, over 400 miles of gold-level trails, fly fishing, horseback riding, and river rafting. If you can't find something to do, you are doing something wrong.

Outside of its recreational gems, Park City is home to many award-winning restaurants reflecting many different culinary styles and influences. With more than 150 restaurants and bars in Park City, Utah, there's something for every taste and every mood and since everything's so close, they're all within walking distance or accessible by a short ride on the free city-wide transportation system. After dining in Park City, why not wind down with an evening of contemporary jazz, or wind it up at local dance club. Park City is also hosts a wide variety of festivals and events throughout the year from the Sundance Film

Festival in January, the Utah Symphony/Deer Valley Music Festival throughout the summer months, to the ever-popular Kimball Arts Festival each August.

The Opportunity: North American Ecommerce Manager

The POC Team is looking for a seasoned ecommerce professional to maintain and optimize their North American ecommerce presence, all the while continuing to build a strong brand. This individual needs to be a high energy; an entrepreneurial, strategic thinker, who can manage multiple moving pieces while remaining focused on long-term development and business objectives.

The Ecommerce Manager is the lead role in the management of POC's online presentation and ecommerce performance within the North American market. Candidates for this position need to have a deep understanding of consumer online engagement, customer acquisition and revenue optimization strategies. This person will be responsible for the day-to-day management of the North American ecommerce team and the analysis and optimization programs for the website and online store. Candidates for this position must be able to effectively manage a team and achieve agreed upon performance targets.

The Ecommerce Manager will also play an important role in the development of POC's global ecommerce business unit.

This position reports to the Global Ecommerce Director.

ESSENTIAL FUNCTIONS:

1. General:
 - a. Responsible for achieving agreed upon performance targets in assigned markets
 - b. Management of North American Ecommerce Team
 - c. Assist in the evaluation of global expansion strategy
 - d. Develop and deliver weekly, monthly and quarterly website and acquisition reports to Executive teams
 - e. Ensure connectivity between acquisition and website/merchandising strategies
 - f. Own channel demand planning and inventory management
 - g. Coordinate with product teams on development and future product portfolio

2. Website Management:
 - a. Management of website content and consumer engagement performance within all North American web domains
 - b. Develop merchandising, campaign and content plans for North American web domain
 - c. Evaluate recommendations from Merchandising and Analytics Specialist and approve appropriate optimization
 - i. Acquisition points
 - ii. User flow
 - iii. Product performance/focuses
 - iv. Exit points

- v. SEO
 - d. Develop plan to maximize functionality of web platform and ensure connectivity between acquisition and web content strategies
 - e. Manage all creative and web services partners
 - f. Coordinate with Marketing Group on necessary assets for brand storytelling outreach
 - g. Evaluate trends in ecommerce industry and vet potential partnerships to increase efficiency
3. Customer Acquisition:
- a. Identification and development of weekly, monthly and quarterly acquisition targets
 - b. Development of media mix and strategy to achieve agreed upon targets
 - c. Management and approval of all customer acquisition strategies executed by Digital Advertising Specialist
 - i. Search
 - ii. Display
 - iii. Social advertising
 - iv. Video
 - v. Mobile
 - vi. Email
 - d. Oversee the management of partners/service providers

Note: This employee may be requested to follow other job-related instructions and to perform other job-related duties, subject to all applicable state and federal laws.

* POC USA, LCC is the entity that is responsible for the United States, Canada and Mexico for POC.

POSITION QUALIFICATIONS:

Education: Preferred:

Bachelor's degree in marketing, business or equivalent work experience.

Work Experience:

Required: 3-5 years in analytics, merchandising, digital advertising or equivalent.

Preferred: 5+ years experience in analytics, merchandising, digital advertising or equivalent.

POSITION RELATIONSHIPS:

Reports to: POC Global Ecommerce Director

Number of Direct Reports: 3

Key Internal Customers: POC CE Ecommerce Team, POC Sweden Marketing Team, POC USA Team

Key External Customers: Direct Customers, Athletes, event partners, etc.

Key Partners: Demandware, Creative Agencies etc.

PHYSICAL REQUIREMENTS:

General physical requirements: Sedentary work

Visual acuity requirements: Administrative, computer work and data analysis

Physical working conditions: At events, during travel and when doing the sport of cycling or skiing/snowboarding.

Travel: 10-15%. Possible overseas. Domestic & international. Must have a valid passport and driver's license.

For additional information, please contact Adam Forest, Mary Maliff or Deb Mason at:

THE FOREST GROUP
6181 Clark Mountain Road
Lotus, CA 95651
(530) 344-0100 ph

adam@theforestgroup.com / mary@theforestgroup.com / deb@theforestgroup.com

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