

Versele-Laga – Product Manager Health&Care

Your role

Position Overview

We are seeking an experienced and strategic Product Manager - Health & Care to lead the development and management of our pet health and care product lines. In this role, you will be responsible for driving product and branding strategy, driving product development, and managing the lifecycle of our health and care offerings across the different pet categories (dog, cat, bird, small animals, farmyard). You will collaborate with cross-functional teams, including R&D, sales, and supply chain, to ensure that our health and care products meet the highest standards of quality and align with consumer needs across pet categories. This in close collaboration with the different Product Managers and Trade Marketing department.

Key Responsibilities:

1. Product Strategy & Management:

- Develop and execute a comprehensive product strategy for the health and care product portfolio that aligns with the company's vision and business objectives.
- Identify market opportunities by analyzing industry trends, consumer insights, and competitor activities, with a focus on health, nutrition, and pet care.
- Define product positioning, pricing, and competitive differentiation to maximize market penetration and profitability.
- Together with trade marketing, you work out an annual plan to support your animal family.
- You coordinate, implement and evaluate all out of/in store communication/activation together with the respective Product Managers per pet family. You call on the internal marketing communications department and/or work with external creative partners for this.

2. Product Development:

- Lead the product development process from concept to launch, collaborating with R&D, regulatory, and supply chain teams to ensure timely and successful product delivery.
- Work closely with veterinarians, nutritionists, and other experts to incorporate science-backed innovations that address key health concerns, such as digestion, weight management, and overall wellness.
- Ensure all products comply with regulatory standards and meet high-quality benchmarks for safety and efficacy.

3. Product Lifecycle Management:

- Manage the full product lifecycle, including product introductions, enhancements, and discontinuations, ensuring optimal performance throughout the product's life.
- Regularly review product performance metrics, gather customer feedback, and adjust strategies as needed to meet market demand and improve product offerings

4. Cross-functional Collaboration:

- Collaborate closely with product management, trade marketing, R&D and sales teams to create go-to-market strategies, promotional campaigns, and customer education initiatives that highlight the health benefits of our products.
- Work with the supply chain, purchasing and production teams to ensure efficient production processes, adequate inventory levels, and on-time product launches.

5. Innovation & Market Leadership:

- Stay ahead of industry trends by conducting market research and engaging with key stakeholders in the pet care and nutrition industry.
- Champion innovation by identifying new product opportunities that address emerging health and wellness trends in the pet care market.
- Foster relationships with key opinion leaders, veterinarians, and external experts to stay informed on the latest advancements in pet health.
- You actively participate in fairs and other events.
- You are the point of contact for product-related questions.

6. Performance & budget management:

- Develop and manage product line profitability, ensuring that product initiatives are financially sound and contribute to overall company profitability.
- Monitor product performance, analyze sales data, and adjust product strategies to meet revenue and profit targets.
- Manage the overarching communications budget, ensuring efficient allocation of resources to maximize ROI.
- Monitor and report on the effectiveness of brand and communications initiatives, using data and analytics to drive continuous improvement.

Your qualifications

- Master's degree in Commercial Science, Business, Marketing, Veterinary Science, Animal Nutrition or similar through experience.
- You have at least 4 years of experience as a marketing product manager preferably in the pet food, health & care, FMCG, or veterinary industries.
- Strong knowledge of health and nutrition, with the ability to translate scientific research into commercially viable products.
- Furthermore, you are a good communicator in NL, FR, ENG, and possibly in German or another language.
- You are eager to learn and willing to invest to learn about scientific knowledge and health & care needs of all different kinds of pets.
- Excellent project management and organizational skills, with a demonstrated ability to work in cross-functional teams.
- Exceptional communication and interpersonal skills, with the ability to influence and collaborate across different functions and geographies.
- Strong analytical skills with experience in using data to drive decision-making strategies.

- Ability to work in a fast-paced, dynamic environment and manage multiple projects simultaneously.
- You will report directly to the Senior Marketing Manager.

What we offer

- Competitive salary and benefits package.
- Opportunity to work with a passionate and driven team in a growing industry.
- Play an important role in a large and ambitious multi-national family company.
- The chance to make a meaningful impact on the lives of pets and their owners around the world.
- A collaborative work environment that values innovation and creativity.
- Your pet (dog, cat, rabbit, bird, chicken) can even become our company's pet... only if behaving properly off course!
- A family atmosphere with joint participation in sporting events such as the Versele-Laga Run in Deinze, the Versele-Laga Classic (Cycling), etc.

<https://www.versele-laga.com/>