



EGO is part of a global manufacturing business established in 1993, employing over 10,000 people and producing over 21 million units each year. As the specialists in cordless outdoor power equipment, their desire to break new ground has helped EGO achieve exceptional growth. Launched into Europe in 2014, EGO continues to push the boundaries of cordless technology with a range of award-winning products.

STRATEGIC CATEGORY BUSINESS DEVELOPMENT MANAGER

- AUTONOMOUS MOWING SOLUTIONS FULL-TIME

Responsibilities

- Coordinate and support the European strategy for robotic mowers, securing a competitive position in market share, brand reputation, and customer satisfaction
- Coordinate efforts across sales, marketing, product management and technical service teams to ensure alignment with category goals
- Identify long-term growth opportunities through partnerships, new market entries, and innovative sales and marketing strategies
- Ensure the commercial readiness for the launch of the next generation of EGO robot mowers across Europe, ensuring robust go-to-market strategies and launch campaigns are in place
- Work closely with the after-sales and technical support teams to continually improve customer experience, refine service models, and address common product challenges
- Act as the voice of the customer within the organization, driving product and service improvements based on customer feedback and market needs
- Collaborate with internal stakeholders e. g. in Germany and China to gather input and ensure alignment of insights & key information both regionally & globally

Requirements

- Minimum 3 years 'hands-on' experience in the robotic lawn mower category. Ideally in a pan-European product marketing management or sales/marketing position
- Demonstrated success in coordinating multi-departmental/international teams
- Broad experience of go-to-market strategies and customer engagement campaigns in the outdoor power equipment (OPE) industry in Europe
- Familiarity with those key technologies critical to the robotic mower category and their application in consumer or professional markets
- Experience developing and implementing long-term business strategies
- Some experience in after-sales service or customer satisfaction improvement initiatives
- Excellent communication and presentation skills

We offer a competitive salary and benefits packages, a collaborative and inclusive work environment and opportunities for professional growth and development.

If you are a strategic thinker with a passion for garden tools, we encourage you to apply.



Contact:
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