

Job description

Title: Head of GTM Europe
Reports to: Marketing Director Consumer Mobility BU
Location: Amsterdam, the Netherlands

Company Description

Segway-Ninebot is a global pioneer in high-tech electric mobility, dedicated to revolutionizing how people move. Our mission is to simplify the movement of people and goods, making life more convenient and captivating. Beyond leading innovation in micro-mobility, we are deeply engaged in service robotics and intelligent short-term transportation. With the headquarters stationed in Beijing, China, we focus on research, development, design, and distribution of cutting-edge short-distance transportation solutions. Segway-Ninebot Europe operates with branches in The Netherlands, Spain, France, and Germany.

General Description

We are looking for a driven Head of GTM Europe to take the helm of our regional strategy and drive commercial success across Europe.

Key Responsibilities

- Full Product Lifecycle Management
 - Own the end-to-end GTM strategy for our Micro mobility products across Europe (with a focus on core markets like Germany, France, Spain, and the Netherlands). Execute comprehensive 4P strategies from launch and peak sales to steady-state and end-of-life to hit volume and margin targets.
- Regional Sales Strategy & Execution
 - Translate core product value propositions into localized sales targets across European countries, channels, and key accounts. Drive the execution of new product launches and optimize legacy portfolios to ensure target achievement.
- Cross-Functional Launch Management
 - Build and lead virtual project teams bridging HQ, regional sales, marketing, and service across various European countries. Manage timelines, resources, and scope to guarantee flawless market entries.
- PSI & Operational Excellence
 - Monitor critical KPIs including shipments, sales activations, and inventory. Optimize supply-demand pacing to maintain healthy and sustainable business operations.
- Market & Competitive Intelligence
 - Continuously track European market trends, competitive landscapes, and rival strategies. Identify country-specific opportunities and risks and translate frontline insights into actionable feedback for HQ product teams.
- Continuous Learning & Capability Building
 - Conduct deep-dive post-mortems at key milestones (launches, mega-sales, EOL). Extract local marketing best practices and drive organizational capability growth.

Qualifications and Skills

- BS or BA Degree from an accredited college/university
- Proven GTM & Lifecycle Expertise: Strong track record in product lifecycle management and regional strategy formulation, with a solid understanding of cross-functional workflows (Product, Sales, Marketing, Service).
- 5+ years of hands-on B2C business management experience. Prior successful product launches in core European markets (e.g., Germany, France, Netherlands, Nordics) are highly preferred.
- Excellent multi-tasking skills and cross-cultural communication abilities, seamlessly bridging HQ and local teams across diverse European markets.
- Extreme ownership, strong execution skills, and the ability to thrive in a fast-paced, entrepreneurial environment.
- Fluent Chinese (Mandarin) and English as a working language. Proficiency in German, French, or Dutch is a strong plus.

Acquisition in response to this vacancy is not appreciated