

Manager DTC Excellence EM Jobs In Dubai | Adidas

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Location: Dubai

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This role is responsible for ensuring our mono-branded stores provide best-in-class consumer experience and deliver against Net Sales and profitability targets, with a focus on franchise store operations. The DTC Excellence Manager will work with EM Cluster teams and other markets Franchise counterparts to facilitate the implementation of Operations best practices from Retail to Franchise, conduct needs analysis, leading strategic projects, sharing latest tools, information and training, and proactively defining action plans to ensure the continuous improvement of the business performance in Emerging markets.

Responsibilities:

Be the subject matter expert for EM Franchise teams on Store Operating models (House of Franchise) and Franchise Policies, facilitating knowledge/best practice sharing

Facilitate and drive EM Pilots / Initiatives enhancing digital consumer experience and Membership acquisition in Franchise stores, to provide a truly consistent monobrand consumer experience

Identify opportunities to drive the business performance and drive action plans in alignment with the Cluster teams

Leverage cross-functional collaboration to facilitate the development of the Franchise channel

Lead preparation and host Retail and Franchise functional meetings and sign offs

Develop the Franchise Reporting Suite (Sell-in & Sell-out data), ensuring data transparency and accuracy and supporting decision-making

Support the Sr. Managers Excellence to deliver on large scale strategic projects

Act as the point of contact for Clusters around all Franchise Excellence topics.

Requirements:

Advanced user of MS Office suite of products

Strong influential skills and understanding of the organization

Critical & strategic thinking to identify enhancement areas in line with the business strategy and commercial plans

Solution focused, able to lead development of implementation plans

Fluent in English

Additional languages are an advantage

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