

Category Director MDA

Ready to shape how we compete across markets, channels, and categories?

If you can read a market, build a strategy that holds up under pressure, and lead a commercial team to execute it — then this might be the right opportunity for you.

We're looking for a Category Director MDA to join Whiteaway Group's Commercial leadership team. You'll own the category strategy across multiple markets and channels, lead a team of Category Managers, and be a key driver of how we grow profitably in a competitive Nordic retail landscape.

What success looks like

Here's what a strong first year looks like:

- You've built and landed a coherent multi-market category strategy that connects assortment, pricing architecture, and go-to-market in a way the whole commercial organisation can execute against.
- P&L ownership across MDA categories is tighter than ever. Margin, revenue, and growth targets are tracked, owned, and acted on — not just reported.
- The Category Management team has a clear structure, defined ways of working, and consistent category follow-up in place. Each Category Manager owns their category, and you've built the framework that ties it all together.
- Country and channel leads trust that category priorities are set with their context in mind and cross-functional collaboration with Purchasing, Sales, Marketing, and Supply Chain actually runs smoothly.

Where you'll make the difference

At its core, this role is about owning the full commercial picture, from where we position our categories in the market to how we price, range, and execute across three countries and multiple channels.

You'll set the strategic direction and define the ways of working for the Category Management team. Each Category Manager owns their individual category — your job is to build the framework that connects them, align priorities across categories, and make sure execution is consistent and structured. That includes establishing how the team works, how category performance is followed up, and how insights are translated into action.

You'll be accountable for making sure strategy lands in day-to-day execution, working closely with Country and Channel leads, Purchasing, Marketing, and Supply Chain, and being the person who connects the dots when priorities compete or decisions stall.

A significant part of the role sits at the intersection of commercial and purchasing. You'll work with the Head of Purchasing on stock allocation, supplier priorities, and private label strategy, and you'll lead or support negotiations where the commercial conditions matter most.

You ensure the team has a close grip on market data, tracking competitor moves, category trends, and customer shifts and that the right actions are identified and prioritised before the market moves first.

In short, the role breaks down into three core areas of ownership:

- Own P&L across all MDA categories, including revenue, margin, and market share targets.
- Drive assortment planning, product lifecycle management, and pricing architecture across categories and markets.
- Lead and develop a team of Category Managers with clear ownership of individual categories.

What we'd like you to bring

Solid experience in category management, commercial strategy, or a related senior role — ideally from retail, e-commerce, or a multi-channel environment.

Multi-market experience. You understand that what works in one country doesn't automatically translate to others, and you've navigated that before.

Strong analytical and commercial instincts. You can read a P&L, spot the lever that matters, and make a case for it.

Real leadership experience, where you've built and developed commercial teams, and you know the difference between managing and developing people.

The ability to hold both strategic direction and operational detail at the same time without dropping either.

Stakeholder management skills that work across functions and levels. You can align without creating politics.

What we offer

As part of both the Commercial leadership team and the Group Leadership Team, you'll have direct influence on how the business develops.

The scope is genuinely broad: multiple markets, channels, and categories, with P&L ownership and a team to lead. If you're looking for a role where the work is visible and the decisions are yours to make, this is it.

We're a flat, informal organisation. Decision-making processes are short, and there's room to move fast when it counts.

We offer a wide range of employee benefits including healthcare, lunch scheme, gym, Friday breakfast, employee discounts, and social events.

About Whiteaway Group

Whiteaway Group started with a simple idea, a commitment to our customers, and a passion for digital innovation. Today, we're a successful retailer, selling and delivering household appliances across Scandinavia. We're change-makers at heart — it's the very core of everything we do.

We're committed to creating an inclusive environment for all employees and welcome applicants from all backgrounds, beliefs, and identities.

How to apply

We screen and interview on an ongoing basis, so we encourage you to apply as soon as possible.

You do not need to submit a traditional cover letter, simply answer the three questions in the application process and upload your CV. That's it!

Applications are only accepted via the apply button.