

Trixie – Product Manager

Do you have strategic insight, commercial flair, and a passion for products that make a difference? Are you trend-savvy, analytically minded, and driven to bring a category vision to life? Then you might soon join our Trixie CROWD!

As a Product Manager at Trixie, you'll take the lead in developing and expanding our product categories. You'll define the long-term strategy and translate it into a clear roadmap with concrete actions. In doing so, you'll work closely with colleagues from design, sales, and marketing to achieve the desired business results.

No ivory towers or sluggish decision-making here – just a creative, dynamic environment where you'll have the freedom to move fast and truly make an impact.

Your tasks:

- You develop the **vision and strategy** for the **various Trixie categories** and translate these into an innovation roadmap, annual planning, and assortment rationalization.
- You identify **new opportunities**, develop **product concepts**, and **write briefings** for new products – always with the brand strategy, consumer needs, and competitive landscape in mind.
- You build **business cases** for new products based on market research, commercial validation, pricing analysis, and marketing budgets.
- You **collaborate closely with the design** team to develop products that truly resonate with our target audience.
- You **manage the full product lifecycle from A to Z**, critically reviewing the assortment, creating forecasts, optimizing and renewing products, and managing budgets.
- You stay fueled by **customer and market insights**, quickly spotting trends and strategically translating them into **relevant assortment decisions**.

Your profile

- You have at least **4 years of experience** in product or category management and hold a Master's degree in an economics-related field (or equivalent through experience).
- You're **hands-on, commercially minded, and strong in conceptual thinking**. You have a feel for what works in the market and can translate that into concrete, profitable products.
- With your **broad perspective**, you easily switch between B2B and B2C, consumer needs and competitive analyses.
- **Taking initiative** comes naturally to you. You're **solution-oriented and driven** to make progress.
- You're a **natural connector**, skilled in **stakeholder management**, and thrive in cross-functional team settings.
- You're fluent in **Dutch, English, and French**.

We offer you

An **infinite playground** of opportunities!

At Trixie, you'll work in an **inspiring, creative environment** where you can be completely yourself — surrounded by **energetic colleagues** who love to **lunch and laugh** together.

You'll also step into a world full of endless possibilities — a place where you're encouraged to **grow, create, and make a real impact**.

- **Infinite growth:** explore and develop your talents in a dynamic organization, with all the ups, downs, and progress that come with it
- **Infinite impact:** we offer you plenty of autonomy and trust, so you can take initiative and actively help shape the Trixie brand. Your ideas matter.
- **Infinite incentives:** count on a competitive gross salary topped up with various extra-legal benefits (expense allowance, meal and eco vouchers, hospitalization insurance, cafeteria plan, ...), the flexibility to take extra (unpaid) leave when you need it, and fun moments with the Trixie CROWD. And yes, **hybrid work** is an option after your onboarding period.

Ready to experience all of this in a place as inspiring as your job? Welcome to Treehouse – our **brand-new, sustainable office building** where **imagination and connection** come to life.

<https://www.trixie-baby.com/home>