

### Carhartt EMEA/PAC Job Profile

<b>Job Title:</b>	<b>Digital Platform Manager (B2B)</b>
<b>Department:</b>	Sales
<b>Reports to:</b>	<b>Strategic Online Account Manager</b>
<b>Location of Job:</b>	Carhartt® B.V. EMEA/PAC, Amsterdam, the Netherlands

#### **Job Purpose:**

The Digital Platform Manager is the product owner of the digital B2B platform and is responsible for the seamless implementation and rollout of the new platform (2026); this role oversees performance, user experience, operational system functionality and optimization. This might involve technical and user experience enhancements, stakeholder needs and operational effectiveness as well as aligning with company goals and strategies.

The Digital Platform Manager reports to the Strategic Online Account Manager and works closely with the Operations Manager / Customer Operations team, Marketing Team and the International Sales Manager. Furthermore, this person collaborates with the global IT team.

#### **Duties and responsibilities**

- Ensure quality, availability, performance and enhancement of the digital platform.
- Lead in development of the roadmap, aligning enhancements with business opportunities, objectives and growth.
- Collaborate with EMEA and global IT team to scope platform needs and oversee development, infrastructure and implementation of new or revised features.
- Work with developers to create, implement and maintain suitable strategies for platform growth.
- Provide ongoing user training and support to internal teams and external business partners, ensuring high user engagement and satisfaction.
- Stakeholder management; skilled at gathering feedback, aligning product priorities, balancing the internal (Carhartt teams) and external (customer) needs.
- Participate in vendor evaluation in cooperation with the US team, define vendor SLA's.
- Acting as a bridge between (US) technical teams and relevant EMEA Sales and Operations teams.
- Operationally responsible for maintaining and managing content within the portal and set up promotions. Content is created in cooperation with the sales and marketing teams.

## Entry Requirements

- HBO level Computer Science, IT, Business or (digital) Marketing studies is a minimum requirement.
- At least 2-4 years in digital product management including working experience in a similar role, with related tasks and responsibilities (both B2b and B2C).
- Understanding and/or knowledge of platform administration, web technologies, content management systems.
- Ability to work independently, quick learner with the ability to gather information from various sources and work in a team environment.
- Ability to efficiently organizes, prioritize and schedule workload; time management and organizational skills are required.
- Excellent communication skills, proven ability to interact with other teams and internal / external stakeholders at all levels.
- Problem-solver, project management skills.
- High-level proficiency in working with Microsoft Office applications, digital tools.
- Multi-lingual abilities: English at business level is a must, proficiency in other languages (Dutch, German, French) is an advantage but not required.
- Working experience in multi-language, multi-cultural business environment is an advantage.
- Living in the greater area of Amsterdam, the Netherlands.

## We Are All Leaders at Carhartt

In our words and by our actions, we strive to emulate the hardworking example set forth by our founder, Hamilton Carhartt. We 'Lead Business' by creating value, delivering on results, and making changes along the way. We 'Lead Self' by being dependable, because hardworking people count on us to have their back every day. We 'Lead Others' by communicating and clearly defining the path as we walk bravely into the future. Working at Carhartt, we are all given a seat at the table and the honor of continuing the legacy.

Carhartt is committed to equal opportunity for all. Carhartt associates are hired, promoted, and rewarded on basis of skill, performance, and dedication and not influenced in any manner by race, color, religion, sex, age, national origin, veteran status, disability or any other basis prohibited by applicable laws.