

ROLE DESCRIPTION

LEASE MANAGER

WHAT YOU DO

You manage the store portfolio in your market by securing the best locations and deals, optimizing performance, and ensuring long-term sustainable growth for all brands.

You lead the full leasing lifecycle—from market analysis and deal negotiation to due diligence, business case preparation, and cross-functional execution—to secure profitable, competitive, and future-fit stores.

WHO YOU ARE

You are a strategic, analytical, and solutions-oriented real estate professional who combines strong negotiation skills with solid financial and market understanding.

You work collaboratively, make fact-based decisions, and balance long-term portfolio growth with operational execution while maintaining professionalism, resilience, and strong stakeholder relationships.

HOW YOU DO IT

By acting in line with our Values, having a growth mindset and acting as role model, you contribute to H&M’s business success through people engagement.

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it.

WHAT YOU DO

Your responsibilities

Growth & Market Understanding

- Enable growth by developing and maintaining an up-to-date roadmap for each brand.
- Have a great understanding of local customer behavior, and the local competition.
- Create and follow up on pipeline, ensuring that we continuously work on several alternatives.
- Ensure the store portfolio is commercially competitive in your geographic area and beats local competition in terms of customer experience.
- Actively seek ways to improve the portfolio, keeping in mind the long-term impact and aligning with latest global leasing and legal guidelines.

Securing the Best Possible Deals

- Enable the optimization of selling, location, and profitability of each deal.
- Set ambitious targets for each deal, based on its location strength, and use H&M's negotiation principles to negotiate the best deal, always in a professional way and in line with our Code of Ethics.
- Analyze relevant data (e.g. market rent, traffic, cannibalization) to ensure your business cases are based on facts.
- Coordinate in a positive and collaborative way with other functions before finalizing the negotiations.
- Complete due diligence reports on our landlords, to ensure that we have vetted our business partners.
- Recommend the full business case in terms of fit with market strategy, location requirements, commercial idea, configuration of space, economic and legal terms, as well as risk assessment.
- Present ready negotiated business cases for approval in a professional and convincing way.

	• Work closely with C&F and Legal and help facilitate deals through the legal and construction process. • Negotiate lease actions for existing stores based on a thorough analysis of the performance and conditions of the store (e.g. breaks, terminations, lease term, extensions, rent reductions, capital contribution). • Stay up to date on the financial/strategic performance of our landlords as well as relevant changes to their assets and continuously uphold professional business relations with them.
Collaboration & Cross-Functional Execution	• Work in close collaboration with the Expansion Manager in Sales Market to set and implement the strategy in your market. • Take the lead on driving store projects until signing and ensure close collaboration of the project team (inside and outside of Expansion) and secure their input in the project time plan and service scope delivery. • Work closely with legal, facilities and the operational team to ensure that we act in line with our contractual rights and obligations throughout the lease term.

WHO YOU ARE

Your knowledge: education, skills, experience

Education

- Bachelor's or master's degree in Real Estate, Business, Economics, or a related field.
- Advanced English level, both written and spoken.

Skills

- Strong leasing and negotiation skills with a solid understanding of legal frameworks.
- Strategic and analytical mindset with the ability to balance long-term vision and short-term actions.
- Strong planning, organization, and prioritization skills with the ability to manage multiple projects.
- Calm and solutions-oriented approach in complex situations and under pressure.
- Strong financial understanding and business acumen.
- Results-driven with strong communication and influencing abilities.
- Proficient in MS Office and Power BI.
- You are communicative and socially confident, combining analytical and methodical thinking with a conscientious and results-driven approach.
- You remain resilient, decisive, and action-oriented while fostering collaboration and maintaining professionalism in all interactions.

Experience	Minimum 3 years of experience in leasing, controlling, or real estate, preferably within the retail industry.
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HOW YOU DO IT

Your behaviours: living the values, having growth mindset.

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it.

Our Values	Values in action
Our values have both guided and united us since 1947. They are the foundation of our culture, embedded in everything we do and everything we create.	Our values are put into action through their key behaviours/competences, that guide everyone here to perform a task successfully regardless of role. See below.
- We are one team - We believe in people - We are entrepreneurs - We make constant improvement - We are cost conscious - We are straight forward and open minded - We keep it simple	- Collaboration (e.g., the ability to be collaborative, inclusive, engaging) - Empowerment (e.g., the ability to be empowering, trusting, listening) - Innovation (e.g., the ability to be innovative, risk-tolerant, flexible) - Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn) - Resourcefulness (e.g., the ability to be resourceful, responsible, proactive) - Honesty (e.g., the ability to be open-minded, sincere, self-aware, feedback culture) - Clarity (e.g., the ability to be clear, efficient, effective) More detailed examples of how the key behaviors/competences can be expressed can be found in the document  Values in Action Overview.pptx, please click on link to access.

OUR VALUES are the starting point for how we act. They form a red thread throughout the competences needed in your role