ROLE DESCRIPTION

PRODUCT MERCHANDISING LEAD

WHAT YOU DO	WHO YOU ARE	HOW YOU DO IT
You act as the main link between product merchandising, commercial teams, and allocation functions — ensuring accurate stock planning, demand transparency, and efficient replenishment across markets. You oversee allocation and inventory flows, support decision-making with data insights, and help deliver the right products to the right locations at the right time.	You are a detail-oriented and collaborative supply chain professional with strong analytical, merchandising, and communication skills. You bring experience in retail or commercial operations, using data accuracy and cross-functional alignment to optimize stock management and improve business outcomes.	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	
Product merchandising/ commercial support	• Act as Contact point and partner-up with Sales Market Commercial teams on stock and inventory topics to facilitate strong commercial execution in Sales Markets • Drive transparency/ consistency and secure sharing of best practices across Sales Markets on product merchandising/ commercial execution • Challenge Customer Group bottom-up demand plans from a stock-level perspective (only if needed or upon request) • Responsible for the forecasting of supply in relation to demand, sharing insights and corrective measures • Decide and provide Sales Markets articles for final sale/ clearance, as well as for special campaigns per channel • Decide and provide markdowns (pricing) and other inventory management measures to Sales Markets (e.g., markdowns if sell-through deviates from other markets) • Follow up and forecast R&D for Sales Markets • Capture learnings from exit and liquidation cycles to inform future pre-season plannings/ buying quantifications
Allocation & replenishment	• Act as the key point of contact for assigned SMs and warehouses on all allocation, replenishment, and stock management topics • Follow up stock on Sales Market level/Channel level and review stock-balancing scenarios within a Planning Market

	• Responsible for the initial allocation from warehouses to stores in line with Sales Market plans (in target state, via AB2.0) • Responsible for adjustments to replenishment speed and setting replenishment blocks or stops for seasonal stock/ predictable demand • Set backstock list for articles that needs to be removed from the shopfloor/ pick locations • Create transparency on incoming deliveries/ stock status to SM Commercial teams and Store Managers through regular stock update reports • Conduct store visits together with Commercial Leads to follow-up performance, collect insights, coach and share best practices

WHO YOU ARE Your knowledge: Education, skills, experience	
Education	• Bachelor's or Master's degree or similar in Supply Chain Management, Logistics, Business Administration, Economics, Data Analytics, or a related quantitative field
Skills	• Commercial expertise: Solid understanding of retail and product merchandising processes • Analytical capabilities: Able to interpret sell-through and stock reports to identify improvement areas • Communication skills: Clear communication and collaboration skills across Markets and Continent teams • Tool proficiency: Good command of Excel and interest in BI tools (e.g.; Power BI)

	• Attention to detail: Detail-oriented; ensures high data accuracy in article tracking and reporting
Experience	• 2 – 4 years in product merchandising, retail planning, or commercial operations within retail, fashion, or FMCG

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

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.

- 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

Values in action

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.

- 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