**Product owner**  
  
**Role overview**

We are looking to hire an experienced international leader to develop the rapidly growing Rohlik brand portfolio across the entire Europe. The Product Owner of Personalisation is responsible for seeking opportunities, setting vision and developing and delivering personalisation products and features. The role acts as a mini-CEO within Rohlik, responsible for personalisation success. Product owner leads the cross-functional team that can independently and successfully deliver personalisation initiatives end-to-end. We are looking for a colleague who will be the driving force behind Rohlik’s personalisation efforts and who can address the needs of both customers and business.

**Your responsibilities**

● Set the vision for personalisation of the customer experience, get the buy-in for your ideas from your stakeholders

● Define, create and implement initiatives and features enabling personalisation across the whole customer lifecycle.

● Create a roadmap, prioritise tasks and take responsibility for their implementation.

● Coordinate your team to achieve your goals and fulfil the set roadmap.

● Make data driven decisions.

● Work towards your pre-set performance metrics or OKRs.

● Validate hypotheses, getting customer and business feedback and taking iterative actions.

● Communication with stakeholders, other departments and country management teams.

● Search for opportunities and come up with ideas on how to improve and personalise Rohlik service and customer experience.

**Your expertise**

● Experience with personalisation initiatives or projects.

● Background in product development as a Product Manager/Owner or a project manager.

● Good understanding of recommendation and personalisation engines and algorithms, accompanied by a practical experience with these technologies.

● Ability to quickly iterate, evaluate and make decisions.

● Experience with web analytics tools and online marketing.

● Excellent communication and change management skills.

● Not being afraid to speak out loud and challenge the status quo.

● Ability to structure and solve complex tasks and problems.

● Focus on the result, not the process.

● Flexibility in finding solutions.

● An overview of trends in e-commerce and retail.

● Good prerequisites in time management.

**KPIs**

● Average revenue per user

● Buyer penetration of product categories

● Speed of purchase

● NPS