

Head of Marketing - Nordics



UNLEASH THE FULL POTENTIAL OF A STRONG, WELL-KNOWN BRAND IN THE NORDICS

STOCKHOLM / ODENSE

Are you ready to take the lead in marketing a global brand across the Nordics? At TEMPUR, you'll drive strategy from concept to execution across four countries and all channels, fueling growth both online and offline.

Drive growth by connecting brand strategy to sales execution

We are looking for an experienced Head of Marketing to lead TEMPUR's marketing efforts across the Nordics. In this role, you will be the driving force behind marketing strategy and execution in Norway, Sweden, Denmark, and Finland. You will take charge of both brand-building and sales-driving activities, ensuring growth across both online and offline channels.

Key responsibilities include:

- Developing and executing the annual regional marketing plan, ensuring alignment with the global strategy and managing campaigns across all relevant channels.
- Managing the marketing budget with a focus on ROI, driving brand awareness and traffic to TEMPUR's website, stores, and dealer network.
- Monitoring, analyzing, and optimizing marketing activities based on data, market insights, and competitive trends.
- Collaborating closely with the sales teams to ensure effective national campaign execution and supporting dealers with localized marketing and trade plans.
- Overseeing the development of TEMPUR's Nordic websites and e-commerce activities in collaboration with local e-commerce managers – including lead generation, CRM initiatives, and digital marketing tools.
- Driving marketing activation for TEMPUR's own brand stores and dealers through local campaigns, events, and initiatives that convert awareness into traffic and sales.
- Supporting TEMPUR's presence at regional fairs and events, ensuring alignment with overall brand and sales objectives.

You will lead the marketing teams across all four Nordic countries. The role involves close collaboration with local teams, the Nordic VP, and the international marketing department in London. You can therefore expect frequent travel within the Nordic region. The position is based at one of TEMPUR's Nordic offices – either in Stockholm or Odense.

Proven leadership in marketing high-end consumer brands in international markets

We're looking for a commercially minded and a Head of Marketing with strong leadership skills and solid strategic capabilities. In addition to your strategic vision, you must be hands-on and ready to actively engage in day-to-day marketing operations. You bring international marketing experience, ideally from a role with regional responsibility across the Nordics or other multi-market settings. A background in a branded consumer goods or retail environment – with both B2B and B2C focus – will be a strong advantage.

You have a proven track record in marketing high-end consumer products, with a deep understanding of omnichannel marketing. You know how to develop and execute strategies that integrate various channels, balancing the interests of brand stores, wholesalers, and e-commerce. Given the significant potential of a growing online business, you also possess strong skills in developing and executing performance-driven digital marketing strategies.

You likely hold a degree in marketing, business, or a related field and have several years of experience in a senior marketing role where you've successfully driven growth through integrated, insight-based campaigns. You are confident managing brand positioning, media planning, digital performance, and cross-border coordination.

On a personal level, you're structured, pragmatic, and results driven. You thrive in a dynamic setting where collaboration is key, and you know how to inspire and lead both teams and cross-functional stakeholders. You communicate fluently in English and at least one Scandinavian language, and you're comfortable working across cultures and countries.

The role requires regular travel within the Nordics, and you are based in either Sweden or Denmark.

A unique opportunity to lead and innovate marketing with a global brand

This is an international role offering great responsibility, backed by a globally recognized brand. You will have the exciting opportunity to drive the continued success of TEMPUR across the Nordics while having the freedom to innovate and make an impact.

As part of a dynamic, results-driven team, you'll be supported by both local and international colleagues. You will also have the chance to learn from other international markets that have successfully executed the global strategy, with insights to help you in your journey.

Expect a collaborative work environment where camaraderie and teamwork are at the core of everything we do. Everyone shares a strong sense of purpose and, most importantly, a passion for TEMPUR's mission: Improving sleep of more people every night, all around the world.

For more information, please contact Mikkel Nielsen at +45 4031 8113, or apply for the position today. We are conducting interviews on an ongoing basis and will hire when we find the right candidate.

You can read more about TEMPUR here: [TEMPUR mail catalogue DK](#) / [TEMPUR Brand Book SE](#)

APPLY



Tempur Sealy International Inc. is a part of Somnigroup the world's largest bedding provider <https://somnigroup.com>. The company develops, manufactures, and markets mattresses, adjustable bases, pillows, and other sleep and relaxation products. Combining a proud history and groundbreaking innovation, the company holds some of the most highly recognized brands in the history: Tempur®, Tempur-Pedic®, Sealy® and Sterns & Foster®. The company's products are delivered to consumers in more than 90 international markets through multiple channels. Read more at <http://www.tempursealy.com/>.