



SONIC EQUIPMENT

Senior Product Owner **-Fulltime-**

Are you our new Senior Product Owner who accelerates our digital ambitions and who gets energy from growing our digital transformation team?

OUR DNA

Sonic Equipment is the specialist in high-quality hand tools, filled toolboxes and premium storage solutions. Founded in 2004 and now a leading brand with sales in more than 65 countries worldwide. In addition to Automotive, Sonic is active in the Agriculture, Truck, Industry, Bicycles and Motorcycles sectors. Our goal is to provide the perfect solution for technical professionals, always with the right balance between design, quality and price. Inspiring technicians with confidence and enabling them to excel in their daily job with joy and satisfaction.

WHAT WILL BE YOUR PLAYFIELD?

You are responsible to initiate and lead strategical digital transformation initiatives that support our digital ambitions and contribute to our international growth. In this position you will manage the digital transformation team (4 FTE), work closely with our board and will report directly to our CCO.

Main responsibilities:

- Develop and execute the Digital Transformation strategy and roadmap;
- Create and manage the yearly plan and budget;
- Lead strategic digital projects;
- Optimise digital IT processes to contribute to Sonic company goals, minimising costs and maximising throughput/ efficiency;
- Managing external and internal stakeholders;
- Coach and develop your team members (4 FTE).

WHAT DO YOU GET IN THE ROLE OF SENIOR PRODUCT OWNER?

- Attractive salary (max. € 6.000,- gross monthly);
- Continual learning and development opportunities in an international environment;
- A flat, laid-back culture: everybody is encouraged to participate in discussions and contribute;
- A high-trust environment. We believe in giving autonomy to all our employees;
- Working from our modern and easy accessible head office in Purmerend (25 min. drive from Amsterdam) with the option to work 1 day per week from home;
- Monthly pension contribution;
- High staff discounts on Sonic products;
- "Work hard, play hard" mentality: table tennis, darts & football;
- Free lunch every Friday, fresh fruit and cooled drinks.

SONIC CORE VALUES

Sonic is more than a company. We are a brand with big ambitions and strive to create a belonging and inclusive culture. We are successful in achieving our goals by putting our core values at the heart of everything we do. These core values are **Friendly, open & communicative, Hands-on, Pro activity, Teamwork, Responsibility** and **Customer orientation**.

WHAT DO YOU NEED TO BECOME A SENIOR PRODUCT OWNER AT SONIC?

- You have a bachelors'/ Master's degree in business, IT or related field;
- You have a minimum of 5 years' experience as a (Sr.) Product Owner at a global brand;
- You have strong stakeholder management skills;
- Ability to balance strategic, tactical and operational activities;
- You are fluent in Dutch and English.
- Experienced in managing a team;
- Analytical, commercial, flexible, positive. That's you!

CONTACT

Are you interested? Apply now by sending your resume to hr@sonic-equipment.com. If you have any question regarding this vacancy, you can contact Saskia van Amersfoort via +31 (0)299 250 657.