



Stromer lives Swissness, enthusiasm and partnership.

Since 2009, myStromer AG has been developing internationally award-winning speed pedelecs that redefine urban transport with outstanding performance, connectivity and design. Our goal: to develop the best S-pedelecs and inspire people to use them every day. To achieve this, we bundle all competences under one roof at our Stromer Campus in Oberwangen - from development to assembly, marketing and sales. Because with every single idea, we shape the mobility of tomorrow together.

Since 2022, the Desiknio brand has also been part of the myStromer AG portfolio. Our Stromer and Desiknio brands combine a high level of innovation, fully integrated design, leading technology and first-class quality. Together, we pursue the goal of shaping the future of mobility with more driving pleasure, efficiency and quality of life. At the same time, Desiknio is the ideal complement for the Stromer product portfolio. Desiknio's premium e-bikes, which are designed in Spain and handmade in Europe, are perfectly suited for inner-city traffic and shorter distances with an assistance of up to 25 km/h. We are #HereToChange. And you?

We build the best speed pedelecs and urban e-bikes in the world.

You are an enthusiastic and motivated product marketing professional and love to act as a link in a key role between R&D, Sales and Marketing.

Then we have the perfect match!

We are looking for you in Oberwangen near Berne, as of now or by arrangement, as a

Product Marketing Manager (f/m/d) 100%

Your tasks:

- Enhancing Stromer's unique product and brand experience
- Planning and creation of the product launch calendar and go-to-market plans for all Stromer bikes and accessories
- Close cooperation with the product managers and strong involvement in strategic issues such as market strategy, distribution strategy, pricing strategy, product positioning and communication strategy
- Planning end-of-life and markdown strategies
- Planning, creation and management of all product information and updating of sales-promoting product catalogues, tech sheets, websites & e-shops, dealer information in close coordination with the R&D and sales team
- Planning, coordination and implementation of product image and video content productions
- Consumer and market studies: Conducting product and market analyses, competitive intelligence, and consumer surveys to gain insights into the target group, the market and different types of buyers. Derive insights to continuously optimize product strategy and marketing activities
- Continuous collection of new product ideas and trends for the further development of the Stromer product portfolio



Your profile:

- Completed training and/or studies in marketing, product management, business administration
- Experience in product marketing, ideally in the bicycle/automotive/lifestyle/sports industry
- Structured, organized and reliable way of working; stress resistance and working under time pressure
- Creativity and innovative spirit, as well as great interest and curiosity in product trends in the mobility industry
- Team player, with very good German and English language skills (oral and written)
- Flexibility, independence and accuracy paired with passion, creativity and a passion for e-bikes and mobility

What we offer you:

- Work with purpose! You will be the product marketing professional of a dynamic electric mobility company, with innovative products that you can use yourself every day.
- An exciting and varied task in a dynamic, future-oriented and internationally active company with a clear growth strategy
- A motivated team and a family atmosphere, a high degree of creative freedom and fast decision-making processes
- A corporate culture based on personal responsibility and initiative
- Modern and attractive employment conditions; flexible working options such as home office; discounts on the purchase of Stromer/Desknio bikes

Have we aroused your interest? Then send us your complete application documents by e-mail to: jobs@stromerbike.com. If you have any questions, please contact Sandra Todt, Head of Human Resources, on +41 31 848 23 92. We look forward to hearing from you.