

Head of HALO

About HALO

HALO is a performance lifestyle brand deeply rooted in the Danish Special Forces, merging active and everyday life. Our designs are innovative, high-quality and made to last season after season, across trends, usage and durability.

The role

We're looking for a commercially driven Manager with a strong product background to take full ownership of HALO and lead the brand into its next phase of growth. You'll own the commercial and product strategy, set the creative direction and lead a cross-functional team, turning a strong brand DNA into relevant products, an engaged community and results across e-commerce, wholesale and retail.

Right now, e-commerce is the main engine for building the brand. We expect wholesale to follow as the brand gains strength, so you'll build for today while laying the foundation for scalable growth across channels.

Your responsibilities

Commercial strategy

- Develop HALO's commercial strategy together with key stakeholders across the organisation
- Set clear targets, define what success looks like and follow up on performance across channels
- Own the brand's commercial results across e-commerce, wholesale and retail
- Drive brand building with e-commerce as the main growth channel, and prepare the brand for wholesale expansion

Product

- Define and own HALO's product strategy and product direction
- Plan and secure a relevant drop structure that keeps the brand fresh, commercially strong and true to its DNA
- Build balanced collections across categories, price points and channels, based on consumer insights, sales data and market trends
- Work closely with product development and sourcing on fabrics, materials and suppliers, so every product delivers on quality, function, durability and margin

Brand, community & creative

- Set and safeguard the creative direction of HALO, from product to campaigns and brand expression
- Lead concept build-up and visualization for collections, drops, launches and campaigns
- Build and grow an engaged community around HALO, rooted in training, performance and lifestyle
- Develop HALO's social commerce strategy, so content, community and sales work together across social platforms and e-commerce
- Create brand experiences, online and offline, that turn customers into loyal brand advocates

Leadership

- Lead and develop the HALO team across marketing, sales and product development
- Make sure the team works towards shared goals, with clear priorities and responsibilities

Your profile

- A solid background in product, with a deep understanding of product development, fabrics, materials and sourcing

- Experience with product strategy, range planning and drop/collection planning
- Experience in brand management, product management or a similar commercial role within fashion, sportswear or lifestyle
- A proven ability to build a commercial strategy, set targets and define clear success criteria, and to get stakeholders aligned behind them
- A commercial mindset and experience driving results in e-commerce, ideally also in wholesale and/or retail
- Experience with social commerce and community building, and an understanding of how to build an engaged brand following
- A clear creative eye, with the ability to translate a brand's DNA into concepts, collections and visual expression
- Experience leading teams across disciplines, and the ability to create direction, energy and accountability
- Structured and hands-on, comfortable with both strategy and execution
- Fluent in English. Danish is an advantage.

What we offer

You'll get the chance to shape a distinctive brand with an authentic story and great growth potential. The role comes with real ownership, short decision paths and a team ready to build HALO together with you.

Practical information

Location: hummel headquarters, Balticagade 20, 8000 Aarhus C

Hours: Full-time

Deadline: 31 October 2026