

Internal English (US)

Ohly has a great opportunity for a **Marketing Specialist – Health & Bionutrients** to join our team in USA.

Marketing Specialist – Health & Bionutrients

Location: Remote, United States

Reports to: Global Director – Innovation & Strategic Marketing

Travel: Approximately 20 - 30% domestic and international

Shape Growth. Turn Insights into Strategy.

Are you passionate about understanding markets, uncovering customer needs, and translating insights into meaningful growth opportunities?

Ohly is looking for an experienced **Marketing Specialist – Health & Bionutrients** to help shape our growth strategy across key business platforms, with a strong focus on **Health & Bionutrients**.

In this role, you will work at the intersection of **market intelligence, customer insights, innovation, and commercial strategy**. You will partner closely with Sales, Innovation, Applications, and Marketing teams to identify opportunities, develop compelling value propositions, and turn complex market information into clear, actionable recommendations.

We are looking for someone who combines **strategic thinking with curiosity, creativity, and strong commercial awareness**. You enjoy digging into data and market trends, but you are equally comfortable collaborating with stakeholders, challenging assumptions, and influencing decisions.

You will also play an important role in advancing the **digitalization of our marketing activities**, exploring how AI-enabled tools and digital platforms can strengthen insight generation, improve workflows, and support smarter decision-making.

In this exciting role you will be responsible for:

Market & Customer Insights

- Analyze markets, customers, competitors, and industry developments to identify growth opportunities and potential business risks.
- Monitor emerging trends, technologies, customer needs, and competitive activity.
- Generate actionable insights through customer interviews, market research, and internal data analysis.
- Translate findings into clear market intelligence reports and strategic recommendations for leadership and commercial teams.

Segmentation, Targeting & Positioning

- Support market segmentation and customer prioritization initiatives.
- Help define target customer profiles and assess market opportunities.
- Develop competitive positioning analyses and contribute to differentiation strategies.
- Maintain market maps, customer segment profiles, and value proposition documentation.

Strategic Planning & Growth

- Contribute market and customer insights to annual strategic planning.
- Assess market attractiveness and support the identification and prioritization of growth opportunities.
- Develop strategic business cases for new markets, products, and applications.
- Support portfolio reviews and strategic prioritization activities.

Value Proposition Development

- Partner with commercial and technical teams to develop strong, customer-focused value

propositions.

- Support strategic messaging and market positioning frameworks.
- Ensure that customer needs and market insights are embedded in innovation and commercialization plans.

Cross-Functional Collaboration

- Collaborate closely with Sales, Product Management, Applications, Innovation, and Marketing Communications.
- Facilitate cross-functional workshops and strategic discussions.
- Act as a trusted resource for market intelligence and customer insights across the organization.
- Equip commercial teams with relevant customer, market, and industry knowledge.

Analytics, Digitalization & AI

- Develop dashboards and reports to track market developments, opportunities, and strategic initiatives.
- Analyze performance and recommend adjustments based on insights and changing market conditions.
- Present findings and strategic recommendations to stakeholders across the organization.
- Explore and leverage **AI-enabled tools and digital platforms** to enhance market intelligence, reporting, content development, and marketing workflows.

You should have:

- Bachelor's degree in **Marketing, Business, or a related field**.
- MBA is a plus, but not required.
- 5–8+ years of experience** in strategic marketing, market research, product marketing, business strategy, or a related area.
- Demonstrated experience developing market assessments, generating customer insights, and translating findings into growth recommendations.
- Strong analytical skills combined with commercial and strategic thinking.
- Strong communication and presentation skills, with the ability to turn complex information into clear recommendations.
- Confidence working cross-functionally and influencing stakeholders without direct authority.
- An interest in digitalization and a willingness to explore how **AI tools can improve marketing effectiveness and decision-making**.

Nice to have:

- Experience within a **B2B environment** is preferred.
- Experience in **nutraceuticals, B2B health ingredients, bionutrients, or a related industry** is strongly preferred.

You will thrive in this role if you are:

- Strategic and curious**, always looking beyond the obvious to understand what is driving a market or customer need.
- Analytical and commercially minded**, able to turn data into meaningful business recommendations.
- Customer-focused**, with a strong interest in understanding what creates real value for our customers.
- Collaborative**, comfortable working across functions, geographies, and disciplines.
- A confident communicator**, able to influence through insight and bring others along with your recommendations.
- Digitally curious**, interested in using new technologies and AI to work smarter and create better insights.
- Proactive and hands-on**, comfortable taking ownership and moving opportunities

forward.

Ready to Make an Impact?

If you enjoy connecting **customer needs, market insights, innovation, and commercial strategy**, this is an opportunity to play an important role in shaping growth within Ohly's Health & Bionutrients business.

You are interested in this position? Then we look forward to receiving your application.