

At Birkenstock, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction.

To provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

JOB TITLE: Regional Manager of Operations – Premium Stores

LOCATION: NYC

REPORTS TO: Senior Director Owned Retail

TYPE: Exempt

SALARY: \$120k - \$140

Note: Relocation and any associated costs are the sole responsibility of the person hired for this position.

OVERVIEW

The **Regional Manager of Operations – Premium Stores**, your role is to lead, support, and elevate the operational performance of full-line retail stores within an assigned region. You are responsible for driving consistent execution of brand standards, operational excellence, and world-class customer experience while maximizing sales, profitability, and talent development.

You will oversee day-to-day store operations across a multi-store region, ensuring alignment with company goals, policies, and procedures. This role partners closely with Store Managers, Human Resources, and cross-functional teams to strengthen leadership capability, ensure compliance, and support continued growth. The Regional Manager of Operations reports directly to the Senior Director of Retail and serves as a key field leader translating strategy into store-level execution.

Tasks & Responsibilities:

- Ensure all stores within the assigned region are achieving sales targets and operating within approved budgets, including payroll, inventory, shrink, and operating expenses.
- Support regional recruiting efforts, staff training, leadership development, and regular team meetings across all stores.
- Partner with the Senior Director of Retail to establish daily, weekly, and seasonal sales goals and key performance indicators.
- Create, update, and ensure consistent execution of company policies, procedures, and operational standards across full-line stores.
- Ensure compliance with company policies, practices, procedures, and applicable employment and operational laws across all locations.

- Support seasonal inventory planning and provide recommendations related to sell-through, transfers, and return-to-vendor opportunities based on data and store leadership insights.
- Review and analyze weekly sales reports, labor metrics, and key performance indicators to identify trends, risks, and opportunities that impact store performance and profitability.
- Spend the majority of time in stores within the region, with limited office days as needed, to promote an extraordinary standard of service, strong brand culture, and leadership bench strength.
- Maintain flexibility to travel extensively for store visits, new store openings, in-store trainings, meetings, and key retail initiatives.
- Support new store openings by coordinating onboarding, training, and operational readiness activities.
- Lead, coach, and develop Store Managers and store leadership teams, including succession planning and performance management.
- Partner with Human Resources to identify opportunities for improvement and take a lead role in proposing and implementing solutions.
- Promote effective use of operational tools and systems, providing hands-on training and real-time coaching to improve efficiency and execution

JOB DUTIES

- Ensure qualified brand representatives and store leaders are recruited and that all required information is communicated accurately and timely to payroll and Human Resources prior to hiring.
- Coach store leadership teams on professional salesmanship, customer engagement, and service standards to maximize sales and deliver an exceptional customer experience.
- Implement and reinforce company training programs to develop store teams and leadership capability.
- Ensure annual performance reviews and quarterly goal-setting conversations are completed consistently and on time by store leadership teams.
- Train, observe, and coach Store Managers and leadership teams to achieve results; actively participate in the performance management process; support ongoing talent development and succession planning.
- Establish clear expectations for store leadership teams to exceed financial, operational, and people leadership goals.
- Support Store Managers in ensuring adherence to Standard Operating Procedures, company programs, and compliance with applicable laws; hold teams accountable for store conditions, safety, and results.
- Conduct regular reviews and meetings related to loss prevention, safety, and operational compliance.
- Partner with Human Resources on employee relations matters, performance improvement plans, investigations, and interviewing of prospective candidates as needed.
- Conduct new hire check-ins and exit interviews when necessary to support retention and continuous improvement.
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Qualifications:

- Bachelor's degree preferred
- Related work experience: 5 – 8 years years of store leadership experience (retail or service industry)

- Physical requirements: able to bend, climb ladders, lift, and move boxes up to 35 lbs.
- Strong leadership and ability to motivate people in order to achieve sales objectives.
- Excellent verbal and written communication skills.
- Willing to work retail hours (i.e. nights, weekends and holidays)

Required:

- Experience supporting multiple stores.
- Strong problem analysis skills.
- Ability to work collaboratively and as part of a team.
- Effective written and verbal communications.
- Work well as part of an international team, able to communicate across cultures.
- Effective time management practices.
- Flexibility with schedule as required for on-call schedule or to support planned activities or emergency situations.
- **Ability to travel and have a flexible work schedule. 40 -50 %**

If interested, please send cover letter and resume to Nicoled.Pryor@birkenstock.com. Subject line should list “Retail Operations”.

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.

