

Head of New Sports

Phone :

Web : <https://www.trackman.com/>



TRACKMAN

Job Summary

Vacancy :

Deadline : Apr 15, 2025

Published : Mar 28, 2025

Employment Status : Full Time

Experience : 5 - <10 Years

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

We are searching for a Head of Business Unit 'New Sports', reporting to Trackman Vice CEO. Full responsibility for scaling our divisions within American football and Football, and for launching solutions within a few other sports with fit to our technology. The role is out of Hørsholm, Copenhagen, Denmark.

Trackman is a fast-growing sports technology company that empowers athletes in golf, baseball, American football, and football to get the most out of their game and make their experience more engaging. Our solutions combine radar and vision-based tracking, advanced algorithms, and applications across platforms. We are an integrated part in the daily lives of professional players and millions of amateurs across the world. In 2024, we tracked more than 3 billion golf shots.

As in golf and baseball, Trackman is revolutionizing the way American football and football is taught, practiced and played. Today we work with some of the best NFL teams, Colleges and coaches in American football with focus on the kicking and quarterback disciplines. In football, we work with some of the best teams in the Premier League and Bundesliga, and with some of the most progressed National Teams. Initial focus in football is set pieces, but with a vision of tracking more of the gameplay in the future. Trackman develops and manufactures our products in-house and sells them all around the world. We are more than 850 employees globally, primarily in our offices in Denmark (HQ), US, UK, India, Japan, and Korea. We are privately owned, which allows us to make decisions fast, and invest where we see significant opportunities. 'New Sports' holds a lot of opportunities and growth potential.

The job

You will lead the 'New Sports' organization at Trackman, which encompasses American football, Football and other emerging sport markets. Key tasks for you and the team are:

- Develop and execute business strategies for each sport while ensuring alignment with Trackman's overall vision and strategy
- Define the strategic roadmap for each sport in close collaboration with the CTO of 'New Sports' and the Heads of American Football and football
- Ensure alignment between business strategies, product development and commercial scaling efforts
- Scale revenue generation across New Sports with the Heads of American football and football
- Work with and foster great relationships across industries and relevant markets
- Develop a fast-growing organization of talented employees to ensure Trackman's future growth

This role is not about hands-on product creation but about defining the strategic roadmap and vision for each sport and driving commercial growth in sync with product innovation and product roadmap.

You will lead a fast-growing business with currently 2 mUSD in ARR and a small team of around 20 people (including developers).

You will lead across all disciplines including strategy formulation, product development, marketing, account management, sales and operations. You will work out of our office in Hørsholm, Denmark. You should expect around 50-70 travel days per year. You will report to the Vice CEO of Trackman. The role will have a large degree of autonomy.

Requirements

The right candidate

You have:

- Experience from building and launching a technology business with a strong focus on commercial growth, market expansion, and revenue generation. This could be founding your own company or developing and scaling something new within an established company
- Formed your professional skills within a global tier 1 consulting firm, investment bank, or a Fortune 500 company (or similar)
- Commercial experience within premium technology products internationally, with experience in sales, partnerships, or market expansion
- A passion for sports, including American football and football. Ideally you have competed at the highest level in any sport
- A strong followership of people you have managed throughout your career
- A passion and understanding for technology

You are:

- Very, very ambitious
- An entrepreneur by heart reflected in how you approach strategy creation, product development, sales scaling, and culture building
- A great leader that motivates your team by giving clear direction, ensuring involvement and empowerment. You personally create deliverables of high quality
- Someone who executes fast and does not overthink
- A global individual who can work across cultures and functional disciplines
- Someone who easily connects and builds relations with people across disciplines

We offer:

- The opportunity to shape Trackman's presence in American football, football and other new sports, becoming an incubator of a global leader in sports technology
- A dynamic work environment with high integrity that combines cutting-edge technology with a passion for sports
- One of the finest offices in Denmark, high quality in-house lunch, fitness, golf sims, and much more

If you have any questions, please contact our HR Consultant William Lim at wili@trackman.com. Start date is as soon as possible, and interviews take place on an ongoing basis from now on.

One of the most stunning offices in Denmark

We have just moved to our state-of-art Innovation Center in Hørsholm, located at DTU Science Park just North of Copenhagen. We take great pride in the building we designed. The office features bright meeting rooms, coffee areas to catch up with colleagues, a large innovation lab with simulators and baseball bull-pens available for employees. We have our own fitness center, and a place surrounded by a beautiful forest well-suited for walks and runs. We utilize the newest technologies to stay environmentally sustainable.☑

We have a world-class canteen with an indoor and outdoor area to enjoy the fresh food prepared by our colleagues in the kitchen.☑ Most importantly, we are proud of our culture. It is ambitious, open and honest, and we try to maintain our entrepreneurial roots.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
