

CEO

Commercial key driver in realising FC Midtjylland's ambitious strategy

Over recent years, FC Midtjylland has experienced strong positive development across sporting performance, commercial activities, and ownership. The club is now ready to take the next strategic step. To support this ambition, the commercial area must be further strengthened and elevated, ensuring close alignment with FCM's high sporting objectives.

The ambition is to double commercial revenues, create Scandinavia's most distinctive stadium experience, and develop the commercial platform from a national to an international level. This will be achieved in close collaboration with passionate, highly skilled colleagues across the organisation.

Overall responsibility for FC Midtjylland's commercial organisation

Reporting directly to the Chairman of the Board, Claus Steinlein, you will hold full P&L responsibility for the commercial budget and have executive leadership responsibility for the commercial organisation of approximately 50 employees. The organisation covers Sales, Marketing, Hospitality, Retail, Stadium Operations, FCM Community, and Club Partnerships.

Finalising and implementing the commercial strategy

FC Midtjylland's 2030 strategy is currently under development. The process has been temporarily paused to allow the incoming CEO to take ownership of finalising and implementing the strategy. In addition to this core responsibility, the role encompasses a range of other key tasks:

- Elevate the commercial performance to reflect and support FCM's ambition of being a prominent and visible European football club, including continuously challenging the existing business model and assessing new and alternative commercial revenue streams.
- Maintain close and ongoing collaboration with the Chairman of the Board, who is primarily engaged in the sporting side of the club on a day-to-day basis, while also serving as a key commercial sparring partner through his role as the link to the owner.
- Lead, motivate, and develop the commercial organisation through visible and engaging leadership.
- Create strong alignment and synergies across the commercial organisation – professionally, culturally, and in terms of results.
- Identify and initiate dialogue with new major partners in close cooperation with the Board.
- Nurture and further develop existing customers and partners in collaboration with the Head of Sales and the well-established sales team.
- Function as Key Account Manager for the club's largest sponsors, including ongoing relationship management as well as contract negotiation and execution.
- Serve as an ambassador for FC Midtjylland's culture and values.

Results riven by an ambitious and innovative mindset

There are several backgrounds suitable for this role, both in terms of industry background and experience. You may currently hold a commercial or overall CEO position within the sports industry, or a comparable role within the culture or events sector. Alternatively, you may come from a different industry, having built a long career in senior commercial roles and potentially progressed into a CEO position, where your experience continues to align with the requirements of this role.

What is essential is that, throughout your career, you have demonstrated the ability to identify new opportunities and drive development through innovative thinking and a visionary perspective – while doing so with respect for the people around you.

The following experience will be given weight:

- Proven experience in personal sales, partnership development, and senior-level stakeholder management, preferably gained in an international context.
- Experience from a senior commercial leadership role, including the development and execution of commercial strategies, working closely with a board of directors, full P&L responsibility, strong financial acumen, and a solid understanding of the interplay between sales and marketing.

A rare opportunity to join a visionary family club with strong human values

This is a rare opportunity to become part of a unique organisation within a unique industry. The owners and leadership behind FC Midtjylland are exceptionally ambitious and visionary, setting the bar high both on the pitch and in the commercial arena.

The role offers a compelling leadership challenge that requires both strategic perspective and a strong understanding of day-to-day operations. You will join an environment defined by passionate and highly capable individuals, united by a shared belief that people always come first.

The Chairman of the Board captures this ethos precisely: *“FC Midtjylland is a family club where we take care of one another, while at the same time setting high expectations. The constant pursuit of improvement across all areas is what drives the club to new heights.”*

If you have any questions regarding the position, please feel free to contact Consultant Casper Olesen by phone at +45 22 56 12 15.

Please note that we only require your CV, including a brief motivation, when applying for the position. All enquiries will be treated confidentially and will not be shared without your consent.

FC Midtjylland A/S

FC Midtjylland was established in 1999 through a merger between Herning Fremad and Ikast FS. Since then, the club has undergone significant development and has made a strong and lasting impact on Danish football and, subsequently, on the European stage.

In 2024, the organisation completed a major restructuring with the establishment of The Football Collective A/S, the company that operates HEARTLAND's consolidated football activities.

Today, FC Midtjylland is organised into two main areas: Sport and Commercial, each led by its own CEO.

For more information, please visit www.fcm.dk

For website listing:

Job title: CEO

Company: FC Midtjylland A/S

Location: Herning