Position:	*Vice President, Merchandising*
Department:	*Strategy & Business Development*
Reporting Manager:	*Senior Vice President, Strategy & Business Development*
Status:	*Full-Time*
Job Classification:	*Exempt*
Location:	*Las Vegas, NV*

About the A's:

The A's are a baseball team founded in 1901. They have a rich history, having won nine World Series championships and 15 American League pennants. The A's are known for pioneering the "Moneyball" approach to team-building, which focuses on using statistical analysis to identify undervalued players.

In addition to their success on the field, the A's also have a positive and dynamic work culture. They have been recognized twice as the Front Office Sports, Best Employers in Sports.

The A's are defined by their core pillars of being Dynamic, Innovative, and Inclusive. Working for the A's offers the opportunity to be part of an innovative organization that values its employees and strives to create a positive work environment.

Description:

The **Vice President, Merchandising** will lead the creative and commercial direction of the A's retail and merchandise business, translating the Club's brand strategy into innovative product collections, strategic collaborations and engaging retail experiences. This leader will establish a distinctive merchandise identity that strengthens the A's brand, attracts new fans, and drives commercial growth.

The Vice President will provide strategic oversight of retail operations in partnership with the third-party operator, ensuring alignment with the Club's brand standards, inventory objectives, and business goals. This position will oversee merchandise strategy, retail partnerships, and financial performance across the Club's retail channels, balancing creative ambition with commercial discipline.

This is a strategic leadership role that requires a balance of creative vision, business acumen, partnership management, and an understanding of the intersection between apparel, sports, and culture.

Responsibilities:

Business Strategy & Growth

- Develop and execute retail and merchandise strategies that drive revenue, profitability, brand awareness, and consumer engagement.
- Oversee product assortment, buying, pricing, distribution, and partnerships across applicable retail channels.
- Manage the business's P&L, using sales performance, consumer insights, and market trends to inform decisions and identify growth opportunities.
- Develop strategic partnerships to expand the A's merchandise presence in Las Vegas.
- Partner with Marketing, Ticketing, Sponsorship, and other internal teams to align merchandise initiatives with broader business and brand objectives.

Brand Vision & Product Strategy

- Partner with the Marketing team to shape the A's retail creative direction and merchandise identity, ensuring product offerings align with the Club's brand identity and broader marketing strategy.
- Develop distinctive seasonal collections, product concepts, and collaborations with designers, lifestyle brands, and local Las Vegas creators.
- Shape product storytelling and retail concepts that elevate the fan experience beyond game day.
- Identify opportunities to engage new consumer segments and expand the A's merchandise presence.

Leadership & Operations

- Lead and develop the buying team, fostering creativity, accountability, and strong commercial acumen.
- Provide strategic oversight of retail operations in partnership with the third-party operator, ensuring alignment with the Club's brand standards, inventory objectives, and business goals.
- Ensure merchandise and retail activities comply with MLB licensing requirements and Club brand standards.

- Partner with internal stakeholders and external vendors to deliver consistent retail experiences and operational execution.
- Perform other duties as assigned.

Qualifications/Requirements:

- Bachelor's degree required
- 8+ years progressive leadership experience in retail and/or merchandising, with a strong preference for experience in sports or entertainment
- Deep understanding of merchandising strategy, retail operations, and licensed products
- Experience creating and leveraging an apparel strategy to shape brand identity and reputation
- Proven experience managing employees, vendors, and external partners
- Excellent business and financial acumen, with a track record of driving innovation and top- and bottom-line growth
- Strong communication, negotiation, and relationship-management skills
- Strong analytical skills with an ability to extract actionable insights from consumer data
- Ability to thrive in a fast-paced, high-visibility environment
- Willingness to travel occasionally, as needed
- On-call availability, including some weekends, evenings, and holidays
- Must possess a valid drivers license with a safe and verifiable driving record
- Passion for sports and fan engagement preferred

The A's Social Impact & Belonging Statement:

Social Impact & Belonging are in our organizational DNA. Our commitment to these values is unwavering – on and off the field. Together, we continue to build an inclusive, innovative, and dynamic culture that encourages, supports, and celebrates belonging and amplifies all voices. Combining a collaborative and innovative work environment with talented team members, we've created a workforce in which every team member has the tools to reach their full potential.

Equal Opportunity Consideration:

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.