

A woman with dark curly hair is wearing a VR headset and has her hands raised in a gesture of surprise or excitement. She is wearing a white long-sleeved shirt and green pants. The background is a blurred crowd of people in a large, brightly lit indoor space, possibly a convention or event.

METaverse MERCHANDIZER

As the world becomes more immersed in the metaverse, businesses must adapt to meet their customers' needs in this new digital realm.

The **Metaverse Merchandizer** is the bridge between the real world and the metaverse. They bring a brand's products and services to life in a virtual world, creating an experience that is both unique and familiar to customers. They use data and insights to understand the preferences and interests of their audience and tailor their offerings accordingly.

This role involves being able to think outside the box to create engaging experiences that capture the attention of consumers.



RESPONSIBILITIES

- Create a metaverse model that reflects the brand and delivers a consistent and familiar experience
- Within this model, work with the Head of the Tailor-Made Supply Chain to develop iterations that showcase individual product and service offerings, and that can be adapted to appeal to a customer's known preferences and interests
- Develop and execute a merchandise strategy that aligns with the overall goals of the metaverse platform
- Create and manage a product catalog of virtual goods and experiences that appeal to the target audience
- Work with virtual goods manufacturers and vendors to ensure that merchandise is available and up to date
- Plan and execute virtual merchandise events and promotions to drive sales and engagement
- Analyze data and market trends to inform merchandise decisions and optimize performance
- Collaborate with marketing and design teams to create promotional materials and advertisements for virtual goods and experiences
- Stay up to date with the latest trends and developments in virtual goods and merchandise
- Provide customer support for virtual goods purchases, including resolving any issues or concerns.

CANDIDATE REQUIREMENTS

- Bachelor's degree in marketing, business or a related field
- 3+ years of experience in merchandising, e-commerce, or a related field
- Strong understanding of virtual environments and the virtual goods market
- Experience with data analysis and reporting tools
- Excellent project management and organizational skills
- Strong communication and interpersonal skills, with the ability to work effectively with cross-functional teams
- Creative and strategic thinking, with the ability to develop and execute innovative merchandise strategies
- Passion for gaming, virtual reality, and emerging technology.

[Read the full paper to learn more](#) about the other emerging roles that are driving the intelligent transformation of supply chain operations.

About Capgemini

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