



**CREATING
THE MOST
ENGAGING
MOTORSPORT.**

OUR VISION

At Racing Unleashed, we're transforming sim racing into a sport, delivering authentic motorsport experiences that are accessible without compromising on performance. Headquartered in Cham, Switzerland, we develop, manufacture, and sell professional-grade racing simulators built in Maranello, Italy, bringing cutting-edge technology and the thrill of motorsport to racers of all levels. Our growing international network of premium racing lounges integrates these simulators into immersive lifestyle environments that bring together technology, sport, hospitality, and premium food and beverage.

Through our RU Esports Series, complemented by professional coaching, data analysis, and performance tracking, we identify and nurture emerging talent. We create a pathway from sim racing toward real-world motorsport that can open doors for aspiring drivers who would otherwise lack access to the sport.

Join us in making motorsport accessible to everyone, everywhere.

Head of Lounge Operations (m/w/d)

YOUR ROLE

We are looking for a commercially minded and operationally strong Head of Lounge Operations to define, lead and scale the Lounge Business of Racing Unleashed. As a member of the Executive Board, the Head of Lounge Operations translates company strategy into an integrated business plan, operating model and expansion roadmap for our international network of Racing Lounges.

The role is accountable for the commercial performance, operational excellence and sustainable growth of the Lounge Business, ensuring a consistent, premium customer experience across all locations. This includes developing the Racing Lounge concept as a scalable and profitable business model, driving customer acquisition, retention and venue utilisation, and leading the expansion of our company-owned and franchised network.

Working closely with Sport, Technology, Sales and Marketing, the Head of Lounge Operations ensures that our Racing Lounges serve as the foundation of an engaging customer experience, a vibrant racing community and Racing Unleashed's ambition to establish sim racing as a global sport.

YOUR RESPONSIBILITIES

- Own the end-to-end lounge experience as a customer-facing product, ensuring an exceptional and consistent customer experience across all locations
- Own the lounge business P&L, driving revenue growth and operational efficiency across all locations
- In collaboration with the leadership team, define and execute international expansion plans, including launching new company-owned, joint venture and franchise locations
- Oversee product development within lounges, enhancing the customer journey and integrating technology and service in innovative ways
- Build and mentor a high-performing team of lounge managers and operations leads across multiple countries
- Manage franchise partner relationships, supporting them in successfully delivering the Racing Unleashed experience
- Develop and implement scalable operational models, ensuring consistency, quality, and strong brand presence across markets
- Align lounge strategy with broader company goals, contributing to Racing Unleashed's overall growth and innovation roadmap

YOUR QUALIFICATION

- Proven track record in product ownership, strategic planning, or business leadership in a multi-location, customer-facing environment
- Strong background in project management and international expansion, with the ability to oversee complex, multi-market initiatives
- Leadership experience with multi-location operations, including hiring and developing cross-border teams
- Experience in launching and scaling physical or digital customer-facing products or services
- Experience in experiential hospitality or a comparable premium, customer-facing environment, with a strong understanding of customer experience design; exposure to lifestyle, motorsport, entertainment, or similar experience-led industries is a plus
- Understanding of customer experience design, ideally in lifestyle, motorsport, or entertainment industries
- Experience working with or supporting franchise models or international partners
- Fluent in English; additional languages (German, Spanish, or Italian) are a plus

OUR OPPORTUNITY

- Lead a Business Line on a steep growth trajectory
- Drive international expansion in a one-of-a-kind motorsport tech company
- Work at the intersection of innovation, sport, and high-end customer experiences
- Collaborate with a bold and passionate leadership team
- Own real impact in shaping the future of Racing Unleashed and the sport of sim racing

CONTACT

If you have any questions, please feel free to contact our HR Team e-mail to HR@racing-unleashed.com. Applications can only be considered if they are received via our online process, please only send questions to the above email address.

Apply now

