



PRODUCT MANAGER
GRAVEL AND COMMUTER BIKES



ABOUT US

We're a premium British bike company that has been changing the game with ground-breaking, award-winning designs for over 22 years. Every Whyte is designed to deliver riders an exceptional experience – everywhere.

Whether on our innovative e-bikes, outstanding gravel or urban bikes, or our trail-blazing mountain bikes, we believe that anyone – regardless of age, gender, fitness or ability – can find freedom and joy on two wheels.

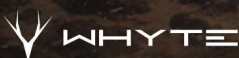
Today, our ambitions are stronger than ever as we look to build significantly on our premium positioning with leading Private Equity investment, a world-class leadership team, and a shared drive to disrupt the industry through intelligent engineering, technology, and style.

ABOUT THE ROLE

As we continue to expand our product portfolio, we are seeking a highly skilled Product Manager to join our team and drive the development and growth of our gravel and commuter (including e-bike) lines. You will play a pivotal role in defining and executing the product strategy for these key segments of our business. You will be responsible for managing the entire product lifecycle, from conceptualization to launch and post-launch optimization. Your in-depth knowledge of the gravel, commuter, and e-bike market, coupled with your strong leadership and strategic abilities, will enable you to drive product innovation and differentiation while delivering on business objectives.

HOW YOU WILL MAKE A DIFFERENCE

- Develop and execute the overall product strategy for gravel, commuter, and e-bikes, aligning with the company's goals and market trends.
- Conduct comprehensive market research and competitive analysis to identify opportunities, market gaps, and customer needs in the gravel and commuter sectors.
- Collaborate with cross-functional teams, including design, engineering, manufacturing, rider support and marketing, to define product requirements, features, and specifications for gravel, commuter.
- Lead the product development process, ensuring timely delivery of high-quality products that meet customer expectations and industry standards, with a specific focus on e-bike technology and integration.
- Manage the entire product lifecycle, including product roadmaps, release planning, pricing, and positioning.
- Conduct regular product performance analysis, track key metrics, and use data-driven insights to identify areas for improvement and drive product enhancements.
- Work closely with the marketing team to develop effective go-to-market strategies, promotional campaigns, and product launch plans.
- Provide product training and support to the sales team, assisting with product positioning, competitive differentiation, and addressing customer inquiries related to gravel and commuter.
- Act as a subject matter expert on gravel and commuter bikes, staying updated on industry trends, technologies, and emerging market opportunities, particularly in the e-bike sector.



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- Collaborate with external partners, vendors, and suppliers to ensure seamless product development and sourcing processes.

WHAT WE'RE LOOKING FOR

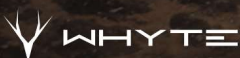
- Proven experience as a Product Manager in the bicycle industry, specifically in the gravel and commuter (including e-bike) segments.
- Demonstrated success in developing and launching successful bike products within a competitive market.
- Strong analytical skills with the ability to gather and interpret data, identify trends, and make data-driven decisions.
- Excellent project management and organizational skills, with the ability to prioritize and manage multiple projects simultaneously.
- Exceptional communication and leadership skills, with the ability to collaborate effectively with cross-functional teams and senior stakeholders.
- Passion for cycling and a deep understanding of the gravel, commuter, and e-bike market, including customer preferences, trends, and competitive landscape.
- Knowledge of product development processes, including design, engineering, manufacturing, and quality assurance.

WHAT WE CAN OFFER YOU

- 25 days holiday + UK bank holidays.
- Bonus scheme.
- Flexible working options.
- Employee bike discounts.
- Pension scheme.
- Staff events.
- Employee discounts on Health Club memberships.

Think you're a good fit? Send us your CV along with a covering letter explaining why you're the best person to help us change the game.

jobs@whytebikes.com



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