

Product Manager

Job Description

LOCATION:

Eugene, Oregon (Hybrid)

HOW TO APPLY:

Candidates interested in this position must provide a resume AND a cover letter that details their interest, intent, and applicable experience for this role. Application materials should be emailed to HR@Burley.com, attachments made by PDF. Finalists for this position are subject to a criminal background check.

SUMMARY:

This position will lead and expand the Burley product vision, roadmap, and strategy. The ideal candidate will have a blend of business and technical savvy; a big-picture vision, and the drive to turn that vision into a reality with new products our customers will love. They will collaborate with Product Development, Sales, and Marketing Teams to deliver growth by ensuring an optimized assortment, a steady stream of new and innovative products, and by supporting the management of the lifecycle of Burley products. This position will explore beyond current categories and markets for new product introductions to drive business growth and development. Experience in the bicycle industry and a passion for bicycles and/or the outdoor industry is a plus. This position reports to the Director of Sales & Marketing.

PRIMARY RESPONSIBILITIES:

- Responsible for the company's product strategy including refining current products, expanding current
 product lines, and increasing product scope in line with the company's brand strategy and product
 development goals. Ensures that the company is continuously bringing innovative products to market that
 address customer needs and solve customer problems.
- Collaborate with the Director of Sales and Marketing and Product Engineering and Design Manager to
 ensure that the product strategy addresses market needs and sales objectives.
- Manages Burley product line life cycle from strategic planning to tactical activities.
- Creates and executes long and short-term product strategies. Collaborates with Product Engineering and
 Design Manager to develop individual product briefs and revises as appropriate to meet changing needs
 and requirements. Establishes key targets for product positioning, performance parameters, functionality,
 and cost.
- Advocates for the Burley end consumer. Ensures that consumer needs and expectations are met on new and existing product.
- Responsible for performing and maintaining competitive analysis research and documentation.
 Maintains knowledge of the relevant domestic and international markets and categories, including competitors, retailers, and consumers. Completes market research which may include store visits and trade-show attendance.
- Plans and conducts Burley product and line reviews. Responsible for capturing and reporting customer product feedback.

- Ensures product is accurately represented, technically and visually, and meets Burley guidelines in sales literature, promotional photos, and trade shows. Supports in the gathering of information necessary to set up and maintain part numbers in the ERP system.
- Maintain an open and participatory process to identify, prioritize and evaluate new product ideas. Assess product ideas in collaboration with Product Development team and product feedback for market viability.
- Collaborate with cross-functional teams to ensure a successful product launch, including market analysis, customer targeting, pricing strategy, and ongoing performance monitoring.

EXPERIENCE & SKILL REQUIREMENTS:

- Bachelor's Degree or relevant work experience (bachelor's degree in Product/Industrial Design, Marketing, Business, Merchandising or similar area of study preferred)
- 4+ years' experience in a product management role.
- Exceptional project management skills and attention to detail.
- Work in a multi-tasked, fast paced environment.
- Satisfy the needs of diverse constituents with competing deadlines and priorities.
- Is experienced with project management process framework scope and deliverable identification, requirements gathering, schedule development, ownership accountability, documentation, reporting, and stakeholder management.
- Effectively prepare and present information and respond to questions from management, customers, vendors and team members.
- Empathy for the customer and commitment to delving deep into the challenges they experience.
- Excellent written, verbal and presentation skills.
- Possess a unique blend of business and technical savvy; a big-picture vision, and the drive to make that vision a reality. Enjoy spending time in the market to understand customer problems, and find innovative solutions for the broader market.
- Highly proficient in Microsoft Applications (Excel, PowerPoint, MS Project etc).

WORK ENVIRONMENT AND PHYSICAL DEMANDS:

- Work areas are inside in a climate-controlled environment with moderate background noise.
- Travel up to 8 weeks per year (domestic and international) for trade shows, company events, customer visits, research, etc.
- The ability to use a keyboard, and to communicate orally and in writing is required.
- The ability to work extended hours as business needs dictate.
- Must be able to transport and set up product.