



9049 Tyler Blvd.
Mentor, Ohio 44060
Ph. (440) 974-8888
www.buyersproducts.com

Products Manager

Buyers Products Company, a leading manufacturer in the work truck industry, is searching for a Product Manager to manage an array of product lines as needed. The Product Manager will be responsible for new product development, category pricing, and product category lifecycle management. The Product Manager will help connect to the Voice of the Customer to find new opportunities for product improvement.

Primary Job Duties:

- Drives **New Product Development**
 - Finds category growth opportunities
 - Defines feature and specification and finds desired position amongst competitive set
 - Presents business case and seeks organizational alignment
 - Manages product introduction and initial growth wave
- Maintains **competitive pricing** of goods
 - Sets pricing for new product introductions
 - Researches and continually monitors competitive market pricing to retain desired position
 - Monitors and evaluates cost and adjust pricing or costs to maintain adequate margin
- Manages **Product Lifecycle**
 - Initiates activities to bolster category growth as needed (including marketing and promotional activities)
 - Monitors competitive set and evaluates for product improvements and line extension opportunities
 - Works with Quality team to monitor quality issues and initiate actions
 - Gains organizational alignment to move towards discontinuation of non-viable products
- Listens to **Voice of Customer**
 - Maintains running dialog with key category customers
 - Maintains a regular cadence of multi-day field visits with sales team (quarterly at minimum)
 - Cast net to hear wide “voice of customer” using tools such as surveys, monitoring online reviews

Skills/ Experience:

- **Experience**
 - 7-10 years’ experience in the work truck industry in a category such as sales, marketing, planning, production, or product management
 - 3-5 years hands-on experience with truck-upfitting
 - Thorough understanding of work truck equipment including parts and accessories, electronic components, and hydraulic and pneumatic control systems
 - Working knowledge of regulatory requirements set by: DOT, SAE, FMVSS
 - Familiarity with materials and fabrication processes related to the work truck industry including: welding, machining, forging, casting, extrusion
 - Proven experience with new product development, onboarding, and pricing
 - Sourcing experience a plus
- **Organizational Qualities**
 - Highly organized; must be able to manage multiple projects simultaneously and prioritize deadlines
 - Strong attention to detail
 - Process-oriented



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- Confident in use of Microsoft Office Suite including: Word, Excel, Powerpoint, and Outlook
- **Interpersonal Qualities**
 - Friendly, engaging, and cordial. Comfortable interacting with many departmental stakeholders.
 - Confident presenting to all levels of organization including Executive Team
 - At ease interacting directly with customers

Education:

- Bachelor's degree required in marketing, business, product management or related field

Physical Requirements and Work Environment:

- Mobility and dexterity to move around office settings including accessing file cabinets or storage and navigating to different workstations.
- Must be able to remain stationary for extended periods of time and engage in some repetitive motion.
- Standing, walking and sitting for extended periods of time.
- Mobility and dexterity to move around operating machinery and powered industrial equipment.

About Buyers Products Company

Established in 1946, Buyers Products Company has grown to become a leading manufacturer in the work truck industry. Buyers Products specializes in durable truck boxes, heavy duty towing equipment, hydraulics, controls, and all-season trailer accessories. The Buyers line of snow and ice equipment includes SnowDogg® snowplows, SaltDogg® spreaders, and ScoopDogg snow pushers. For more information, or to apply to this position, please visit www.buyersproducts.com.