

CYBEX

POSITION DESCRIPTION

SENIOR PRODUCT MANAGER

BASIC PURPOSE

The **Product Manager** manages existing products & services as well as integrating new products and product changes throughout CYBEX. In this role, the Product Manager conducts margin analysis, industry/market research, and in-life performance measurement to determine product demand, positioning, viability, and profitability. The Product Manager will create product descriptions (Market Requirements Document, MRD) formal business plans and work as a facilitator between the various internal organizations to ensure product requirements are negotiated, documented, and implemented accurately. The Product Manager leads regularly scheduled meetings centered on coordinating all critical activities required for a smooth implementation of product changes and new product releases. The Product Manager develops pricing, pricing changes and coordinates with sales and IT to implement in the system.

DUTIES AND RESPONSIBILITIES

- Manage in-life product performance: sales, and margin, conducting numerical analysis using company data.
- Conduct market research related to market sizing, needs analysis, product optimization, pricing, customer segmentation and targeting. Conduct market research through available sources including associated industries, users, facilities, customers and competitors.
- Maintain a complete understanding of markets and competition.
- Identify and present innovative and creative product solutions.
- Project management of all product launches and changes.
- Identify the business and operational requirements and objectives of each product.
- Coordinate and build strong working relations with various internal departments including; IT, Engineering, Sales, Marketing, Product Development, and Production.
- Provide Marketing and Sales educational support as needed.
- Make sales presentations as required.
- Develop & conduct specialized training on new products launched.
- Provide support for other departmental projects as needed.
- Serve in a consultative role in the sales process as needed
- Leverage new and emerging technologies trends and features to develop and maintain competitive product positioning.
- Support marketing in creation of communications collateral, sales support tools, and new product launches as needed. Review all relevant materials from marketing and sales for technical accuracy.
- Assist in developing pricing strategies and maintaining product price lists.

MINIMUM REQUIREMENTS, EDUCATION & TRAINING

- Bachelor's degree (BA/BS) in Engineering, Exercise Science or Marketing. Advanced degree preferred.
- Five+ years' experience in product management in fitness equipment industry or a consumer technology industry.
- Ability to think critically and strategically.
- Demonstrated ability to handle multiple projects and details simultaneously
- Excellent interpersonal and communication skills, including presentation skills
- The ability to influence cross-functional teams without formal authority
- A personal and active interest in exercise and fitness.
- Excellent communication skills (verbal and written);
- Advanced spreadsheet and numerical analysis skills: business cases, and margin analysis;
- Ability to write and deliver training courses and materials;
- Project management skills;
- Group facilitation skills;
- Problem solving skills;
- Ability to be pro-active with a sense of urgency;
- Ability to read, understand and communicate technical documentation; and
- Be a self-starter, a highly motivated person able to work in a fast paced environment that is continually changing.

TRAVEL:

Travel to Trade