

Everything we design and create is made possible by incredibly creative individuals working together to reach a common goal. For us that goal is simple. Empower people. We push ourselves every day to rise above challenge and make the very best products that are truly innovative. If you are passionate about technology and love to see your ideas come to life this is the place for you.

Title: Product Manager (OEM)
Location: Downtown Toronto Office

We create amazing things that bring peace of mind to people all over the globe. Our R&D teams are made up of talented people that aren't content with "good enough". If it's not innovative and awesome we don't release it. This philosophy is the driving force behind everything we design and because of this, our team members have a deep sense of purpose in what they do. If you are passionate about technology want to build products that really matter this is the place for you.

We are currently looking for an inquisitive, curious, improvement-oriented **Product Manager (OEM)** to join our fast growth company working within the Research and Development team. You know how to create success and are driven to empower people with the highest performing consumer electronics products that are Smart, Simple and Stylish. You embody the LEVANA vision: "We believe parents should always feel empowered" and the DEFENDER vision: "We believe everyone deserves peace of mind."

The successful candidate will be responsible for:

New Product Development

- Responsible for the profitability of the product category portfolio
- Drive the complete new product development cycle using our Stage Gate System, starting with discovery, building a business plan, development, testing and validation, launch, and post launch review through collaboration with external partners and internal stakeholders
- Develop product requirements based on a thorough review and understanding of the consumer's needs, competition's offerings, and our brand strategies
- Evaluate and/or develop innovative product features

Partner Management

- Inspire our partners to help us create the best consumer experience possible
- Negotiation of price, terms and conditions with our partners, which including firmware design houses, industrial and mechanical engineering firms, and contract manufacturers to deliver to the required price points, product quality targets, and product launch dates
- Assist with the validation of business partner's competencies
- Travel to Asia approximately six (6) times per year, and to the United States and throughout Canada as required

Quality Assurance

- Assist with the development of quality control documents and reviewing audits of production and factories
- Assist with driving continuous quality improvements of existing products through analyzing customer support call drivers, returns, and defective items
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Sales and Marketing

- Monitor external conditions, including markets, competition and demographics to meet customer needs while maintaining market competitiveness and profitability
- Assist Sales team sell-in to customer
- Deliver training to other departments on products and categories

Leadership

- Manage the Product Development Associate(s) to achieve and/or exceed their assigned goals and objectives utilizing sound management tools and practices to inspire and empower them to grow the business

Other

- Monitor and react to political, economic, social, technological and competitive issues in our supply chain
- Performing other duties as assigned by the Managing Director

Education & Experience

- University degree in Electronics Engineering
- University degree in Business
- A minimum 3 years of experience taking products from concept to market
- A minimum 3 years of experience conducting competitive analysis and market research
- A minimum 3 years of experience in product management, project management, factory relations and procurement

Technical Skills:

- Negotiation Skills
- Conducting field trials
- Effective communication, project management and time management skills
- Experience with process change and automation of processes

Cognitive Skills:

- Root cause analysis: get to the heart of the issue by stripping out non-essential and surface noise
- Flexible and creative in approach to problem solving
- Simplify: detangle issues to their core factors and focus on these
- Innovate down to the details
- Strive to differentiate/create what's different
- Forward Thinking: Need to look beyond today and understand how things will change tomorrow in our business

Emotional Intelligence:

- Self-awareness: strong desire to develop and improve yourself and knowing when to seek out expertise and experience.
- Self-regulation: knowing when to push and when to stop
- Motivation: remain motivated while creating a strong desire to achieve in others
- Empathy: understand and care about people's current reality

- Social skills – understand people, develop trust and help them

Leadership:

- Attract, Develop and retain talent: recognize even small efforts and share your team members with other teams
- Meaning: tie all small tasks and large projects to meaning in the company's vision
- Feedback: give real-time honest feedback to further your teams abilities by pushing them to achieve
- Organizational Development: assist in the planning for scale and succession on your team

If the above interests you, then apply to join a fast paced, creative and energetic team!

CWD is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environment. We will accommodate the needs of the applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. Please advise the Human Resources Department to ensure your accessibility needs are accommodated throughout this process. Information received relating to accommodation measures will be addressed confidentially.

About Us

We exist to empower people. To do that, we create innovative consumer electronics that are smart, simple and stylish. From baby safety devices to home theatre systems we push ourselves to deliver ground-breaking products that improve lives. Our success is measured in customer satisfaction above profits and because of that we have been in business for almost 60 years and our creations can be found in most major retailers. Together in teams, as a company, as a community, we are committed to Creating What's Different.