

CWD is looking for a proven, passionate and hands on **Product Manager** to join our dynamic product development team. You have experience managing a project from an idea, all the way to putting a product on the shelf. You know how to create success and are driven to empower people with the highest performing products that are Simple, Smart and Stylish.

If you're ready for the opportunity to strive for excellence daily, then you've got what it takes to succeed at CWD!

### **Product Manager**

- Location: Niagara Falls, ON
- Working Hours: Monday – Friday, 8:15 am-5:00 pm on site
- Benefits: Full comprehensive (dental, medical and eye) 80/20 split-Family coverage
- Other perks: Annual professional development fund, RRSP, fitness incentives, relocation expense, 50% off on CWD brands, team events & many more
- Company website: [www.cwdlimited.com](http://www.cwdlimited.com)

### **About Us**

CWD designs, markets & sells highest performance consumer electronics that are smart, simple, and stylish. From high fidelity turntables to wireless video connectivity systems, we create innovative products that empower people. Our success is measured in our customer satisfaction ratings and dedicated following. We have been in business since 1961 and our creations can be found in millions of homes. Together in teams, as a company, as a community, we are committed to Creating What's Different.

### **The successful candidate will be responsible for:**

#### *Product Development (55%)*

- Driving the complete 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
- Developing category and product requirements based on a thorough review and understanding of the consumer's needs, competition's offerings, lessons learned, our distribution partners, customer/professional reviews, and returns.
- Evaluating and selecting the best suited technologies for each new product development project
- Achieving the highest overall user experience by developing high performance products that are smart, simple, and stylish that provide the best value to the consumer because of superior pricing strategy
- Analyzing product offerings to help determine product categories and product rationalization
- Monitor and react to political, economic, social, technological, and competitive issues in our supply chain

#### *Vendor Management (15%)*

- Negotiation of bill of materials, price, terms, and conditions with the selected partners including firmware design houses, industrial and mechanical engineering firms, audio engineers, consultants and factories to deliver to the required price points, product quality targets, and product launch dates

- Assist with the validation of business partner's competencies
- Review and manage project agreements

#### *Quality Assurance (10%)*

- Assist with the development of quality control documents and reviewing audits of production and factories
- Manage product quality during new product development
- Test and validate prototypes

#### *Sales and Marketing (5%)*

- Monitoring external conditions, including markets, competition, demographics, product reviews and returns to meet customer needs while maintaining market competitiveness and profitability
- Assisting brand marketing team with product positioning

#### *Other (15%)*

- Lead product development process improvements and change management
- Developing and monitoring annual and project specific budget
- Organize and plan business trips
- Performing other duties as assigned by the Research & Development Manager

#### **Education & Experience**

- University degree in Business, Marketing, or Electronics Engineering, or a related field
- 7 years of experience taking products from concept to implementation, with proven results
- 7 years of experience in product management, project management, factory relations and procurement
- 5 years of experience conducting competitive analysis and market research
- Strong passion for delivering high performance products that meets product, design, and business goals
- Technically minded and keenly interested in technology and consumer product trends
- Ability to work collaboratively as well as independently while having knowledge and experience in negotiation
- Demonstrated ability to achieve timely project completion
- Ability to manage multiple projects/tasks simultaneously
- Ability to follow and adhere to policies and procedures related to product development
- Willing to travel to business partners in United States, Canada, Hong Kong, Taiwan, Japan, Europe and other locations as required (2-4 times per year) as well as industry trades shows (2-4 times per year)
- PMP designation an asset

Please be advised we are a growing company and as such this position may include a leadership component in the future. Any leadership skills and experience are an asset.