

## **BOBRICK WASHROOM EQUIPMENT, INC.**

### **Job Description**

**Job Title:** PRODUCT MANAGER  
**Job Code:** 1450  
**Division:** All US Divisions  
**Department:** MARKETING  
**Location:** All US Locations  
**Reports To:** Business Unit Director or Senior Marketing Manager  
**Prepared By:** Bonnie Yatkeman  
**Prepared Date:** 08/18/25  
**Salary Level:** LEVEL 3  
**Approved By:** Marbeth Serencsics  
**FLSA Status:** Exempt  
**GRADE:** E13

### **SUMMARY**

This position is responsible for management of various product lines within Bobrick / Koala encompassing the following: Development of new products from conception to introduction into the marketplace; value engineer existing products; develop, supervise, and implement market plans; sales forecasting; establish procedures for implementing product changes among departments and branches; respond to field complaints; competitor analysis; increase efficiencies/profitability of existing products by defining costs through design and manufacturing to establish optimum pricing.

**TYPICAL FUNCTIONS AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Gain a deep understanding of customer experience, identify and fill product gaps and generate new ideas that grow market share, improve customer experience and drive growth.

Work closely and effectively with cross-functional teams in a Matrix organization to deliver new and improved products with quick time-to-market and optimal resources.

Drive product launches including working with the sales team, executives, and other management team members.

Create buy-in for the product vision both internally and with key external partners.

Develop compelling Marketing Plans and strategies that follow the 3C's (Customer, Competition, Company), STPs (Segmentation, Targeting and Positioning) and 4Ps (Product, Pricing, Placement Promotions) structure.

Scope and prioritize product development activities based on business and customer impact and by preparing strategic (competitive) impact, and financial analysis (e.g., NPV, ROI, IRR) of new products and Marketing Initiatives.

Evaluate promotional plans to ensure that they are consistent with product line strategy and that the message is effectively conveyed.

Act as a product evangelist to build awareness and understanding.

Represent the company by visiting Building owners/Facility Managers, Architects/Designers and Distributors to solicit feedback on company products and services requirements.

Manage all aspects of a successful product line throughout its lifecycle.

Work with Sales, Customer Service, representatives, distributors, architects, and building owners to develop product specifications and forecasts for new product development.

Maintain up to date knowledge of the competition. Analyze data on competitors to include pricing, sales, and methods of marketing. Track competitors through trade and public information sources.

Prepare preliminary recommendations of product ideas for Product Pipeline consideration.

Communicate and coordinate actions with Sales, Customer Service, Manufacturing, Engineering, Purchasing, Cost Accounting, Bobrick branches and work with vendors, outside consultants (e.g., industrial design, market research, advertising agency) to ensure smooth implementations.

Develop timelines and budgets for projects.

Assist in production of advertising program projects including catalogs, advertising, price lists, trade shows, and representative samples.

Critique product development process for improvement.

Track actual sales to forecast and generate recommendations for corrective action when results do not meet plan. Track and analyze sales for all SKU's and provide recommendations.

Analyze data from CCR's and internal and vendor defects and work with Quality to reduce or eliminate reoccurring rejectable products and parts. Seek to prevent quality defects through understanding the criteria and severity of those defects through the Four Level Defect Grading System.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **EDUCATION and/or EXPERIENCE**

BA or BS degree and 5 years work experience in marketing, preferably in the commercial construction industry, or M.B.A., with a concentration in marketing. Excellent product management, oral and writing skills required.

## **TRAVEL**

Position requires up to 30% travel to attend trade shows, conferences, meetings internally and with vendors, etc. It can require both domestic and international travel.

## **LANGUAGE SKILLS**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

## **MATHEMATICAL SKILLS**

Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

## **REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms. The employee must frequently lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

### **WORK ENVIRONMENT**

This position will work onsite. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works near moving mechanical parts and is occasionally exposed to risk of electrical shock. The noise level in the work environment is usually quiet.