



JOB DESCRIPTION

Job Title:	CVA Product Manager
Department:	Brand and Product Management
Hiring Manager & Inquiries:	Glenn Hatt (Glenn@BPIGuns.com)
Reports To:	VP, Brand Management
FLSA Status:	Full Time, Exempt

Company Description: BPI Outdoors is the parent company of several highly successful product brands in the hunting and shooting industry. These brands include CVA® muzzleloading and center-fire guns and accessories, POWERBELT® muzzleloading bullets and accessories, QUAKE™ hunting and shooting accessories, DURASIGHT® SCOPE MOUNTS, and BERGARA® barrels, actions and rifles. BPI is located in Lawrenceville, GA.

Position Summary: This position is responsible for managing CVA products throughout the product lifecycle, gathering and prioritizing product and customer requirements, defining the product vision and strategy. This person will work closely with R&D, Sales, and Marketing to develop a product roadmap that delivers the right product, at the right price, with the right features, and at the right time. The Product Manager ensures that the product and marketing efforts support BPI's overall strategy and goals while adding brand equity to the CVA brand and reinforcing the brand values.

Basic Requirements:

- B.S. or B.A. in Business, Marketing, Engineering or equivalent experience
- 8+ years experience working in technical new product sales/marketing/ design capacity.
- Experience with a phase-gate/stage-gate process.
- Ability to assess and recommend improvements for processes and procedures.
- Ability to think logically, critically, and work well under pressure, effectively managing time and prioritizing responsibilities for department and effectively manage deadlines.
- Strong communication skills with exceptional spoken and written English skills.
- Positive attitude and strong interpersonal skills.
- Excellent computer skills; proficiency in Microsoft Outlook, Word, Excel and PowerPoint.
- Must maintain a valid passport, ability to travel up to 20% domestically and internationally.
- Ability to legally possess firearms, pass criminal background check and drug test.
- Experience managing a product line from concept to launch.
- Experience in analytics, metrics and key performance indicators to measure progress.

Essential Duties & Responsibilities

- Act as liaison between engineering, project management, and production to implement new products that support company-wide initiatives.
- Collect input from customers, end users, subject matter experts, market trends, competitive product offerings, and internal stakeholders to develop new product business cases and write actionable product requirements for R&D new product development.
- Create and own the roadmap for new products including business cases, product requirements,

and priorities. Accountable for the sales success (25% new product) of CVA products.

- Manage the product lifecycle for specified product lines across all phases.
- Work cross-functionally with sales department to support sales strategy.
- Work cross-functionally with marketing department to support marketing strategy and new product introductions.
- Work with sales, marketing, quality assurance, and customer service, (and other groups as necessary) to support and ensure revenue and customer satisfaction goals are met.
- Serve as product expert for sales, training, and required demonstrations. Educates employees, customers, journalists on product features, benefits, and advantages to reinforce product positioning and value in the marketplace.
- Track new products through the entire new product development cycle from ideation to production and market launch. Will communicate status and progress with management, engineering, sales, marketing, production, and finance.
- Effectively communicate through written and oral presentation in a professional, polished, and confident manner.
- Efficiently use and create tools, templates, concept, and procedures of product management to include product positioning, price and margin analysis, competitive assessments, product testing, and requirements generation.
- Safely handle, use, assemble, disassemble, and transport firearms.
- Participating in NPD Gate Reviews

Other Duties & Responsibilities:

- Supplier development, including initial qualifying of vendors
- Sustainment activities
- Update and communicate product specifications in Smartsheet
- Travel to parent company’s location in Spain to work closely with marketing, engineers, designers and vendors located in Spain and other international locations

Preferred, but not required skills:

- Understanding Smartsheet work management software
- In-depth knowledge of ammunition, firearms, firearms components and usage.
- Fluency in Spanish

Working Conditions:

Product Manager works in an office and manufacturing environment. Travel around and through the building, and on-site work in the Production, Testing, and Quality areas is required. The product manager may be exposed to loud noises, toxic chemicals and compounds, and hazardous machinery while on the production floor or test facility. Employees are expected to participate in developing and maintaining a safe, healthy and productive environment. Employees are required to comply with instructions given for their own safety and health and that of others. Employees are required to comply with regulations of various government agencies such as ATF, State Department and Commerce Department. BPI is committed to working with and providing reasonable accommodation to individuals with physical disabilities. BPI is an equal opportunity employer.

Competencies: An individual should demonstrate the following competencies:

Achievement Focus - Demonstrates persistence and overcomes obstacles. Measures self against standard of

excellence. Recognizes and acts on opportunities. Sets and achieves challenging goals. Takes calculated risks to accomplish goals.

Adaptability - Accepts criticism and feedback. Adapts to changes in the work environment. Changes approach or method to best fit the situation. Manages competing demands.

Communications - Exhibits good listening and comprehension. Expresses ideas and thoughts in written form. Expresses ideas and thoughts verbally. Keeps others adequately informed. Selects and uses appropriate communication methods.

Customer Service - Displays courtesy and sensitivity. Manages difficult or emotional customer situations. Meets commitments. Responds promptly to customer needs. Solicits customer feedback to improve service.

Problem Solving - Develops alternative solutions. Gathers and analyzes information skillfully. Identifies problems in a timely manner. Resolves problems in early stages. Works well in group problem solving situations.

Language Ability: Read, analyze and interpret business, professional, technical or governmental documents. Write reports, business correspondence and procedure manuals. Effectively present information and respond to questions from managers, customers and the public.

Mathematical Ability: Must be able to conduct all types of mathematical problems including the ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals. Compute rate, ratio and percent and draw and interpret bar graphs.

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

Computer Skills: To perform this job successfully, individuals must have strong computer related skills including familiarization with word processing software, accounting software, spreadsheet and database software.

While performing the duties of this job, the employee is regularly required to sit. The employee is frequently required to talk or hear. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

ACKNOWLEDGED: Employee Signature

Date

PRINT: Employee Name

ACKNOWLEDGED: Supervisor/Manager Signature

Date