

## **ISLE Product Manager**

ISLE Surf and SUP is seeking a high-functioning individual to lead all aspects of product development, manufacturing, inventory/order planning, and reporting. ISLE is an industry-leading standup paddleboard ("SUP") brand based in National City, California (adjacent to downtown San Diego). ISLE sells exclusively through its direct to consumer channels and has been in business since 2004.

The Product Manager will also have a creative background and provide direction/oversight to the creative team and prepare product development objective/schedules for all phases of product development/product launch strategy. In addition, the Product Manager will use strong math skills and analytical abilities in developing pricing models, sales forecasts, purchase planning, and inventory management. The Product Manager works across all operating departments of ISLE, including Marketing, Channel Management, Customer Service, and Logistics.

## **Scope of Work and Responsibilities**

- Manage the development cycle for new and existing products, from conceptualization to product launch
- Lead product development from strategic planning to implementation by working with cross-functional teams including Creative, Marketing, Channel Management, Customer Service, and Logistics
- Achieve revenue, margin, and branding objectives
- Build, maintain and prioritize product roadmaps with input from management
- Define and analyze metrics to evaluate the outcome of product launches
- Work with management to develop long-term product development strategies
- Monitor and analyze market trends and competitors
- Financial analysis that supports overall product objectives
- Create product vision for designers and act as a clearinghouse for creative input
- Communicate with overseas factories regarding material and design specs, price negotiation, and manufacturing timelines
- Work with quality control contractors in overseas factories

## **Job Requirements**

- 8 years Product Management/Development experience
- Keen attention to detail in planning, organizing, and execution of tasks, while understanding the big picture and how all of the pieces fit together and affect each other

- Demonstrable innovation and initiative – always looking at improving our products and processes while displaying a willingness to dive into the details and help wherever necessary
- Excellent verbal and written communication skills
- Excellent interpersonal skills that inspire and build trust resulting in effective working relationships across the company
- Ability to seamlessly switch between analytical and creative work
- Strong business orientation, analytical aptitude, prioritization, decision making, business math and computer skills
- Ability to work independently and in teams
- Excellent problem-solving skills
- Creativity and passion for outdoor products and an active lifestyle
- Proficiency in Microsoft applications, including Excel and Word

**Education**

Bachelors Degree

Contact [Steve@islesurfandsup.com](mailto:Steve@islesurfandsup.com)