##### **Job Description**

**JOB TITLE:** Product Manager

**DEPARTMENT:** Sales

**LOCATION:** Vernon Hills, IL (Onsite)

**HOURS:** 8:00am-4:00pm

**PAY RATE:** Exempt

**REPORT TO:** Director of Marketing

**ABOUT OUR COMPANY:**

Kanaflex Corporation is a pioneer and leader in manufacturing high-quality hose and pipe products for a variety of industrial and commercial applications. With its roots dating back to the 1960s in Japan, Kanaflex innovated flexible PVC hose products before expanding its product offerings into rubber and urethane-based hose products. Kanaflex is synonymous with quality. Our mission is to manufacture and deliver the highest quality hoses. We continue to bring innovative products to the marketplace, and we work closely with our customers to provide unique product solutions to service their needs. In addition to hose, Kanaflex also manufactures unique pipe solutions for sewer and wastewater applications. Our Kanapipe product is an innovative product aimed to replace aging and failing steel-reinforced concrete pipe products in the marketplace.

**JOB SUMMARY:**

Kanaflex Corporation is a leading manufacturer and distributor of industrial hoses and related products. As a Product Manager, you will play a key role in driving the development, lifecycle management, and success of Kanaflex’s product portfolio. You will collaborate with

cross-functional teams, including sales, engineering, marketing, and supply chain, to ensure that our products meet market needs and contribute to the company's growth objectives. You will be responsible for managing new product launches, maintaining existing products, and identifying opportunities for product improvements and innovations.

**DUTIES AND RESPONSIBILITIES:**

**Product Development & Lifecycle Management**:

* Lead and manage product development from concept to launch, including defining product specifications and ensuring alignment with customer needs.
* Monitor and manage the lifecycle of products, from introduction through growth, maturity, and decline, ensuring ongoing competitiveness and profitability.
* Conduct market research and competitive analysis to identify trends, opportunities, and gaps in Kanaflex's product lines.
* Manage and maintain the product roadmap, ensuring it aligns with the company's strategic goals and market demands.

**Market Analysis & Product Strategy**:

* Gather customer feedback, industry trends, and competitive intelligence to inform product strategy.
* Identify opportunities for product differentiation and innovation in the industrial hose market.
* Collaborate with the sales and marketing teams to define product positioning, messaging, and go-to-market strategies.
* Work with Kanaflex’s distributors to ensure effective product penetration and market success.

**Cross-Functional Collaboration**:

* Partner with engineering and production teams to develop products that meet cost, quality, and performance objectives.
* Work closely with marketing teams to create product-related content, including technical data sheets, brochures, and sales collateral.
* Collaborate with the customer service and sales teams to resolve product-related inquiries or issues.

**Sales & Financial Management**:

* Define pricing strategies that align with product value, market conditions, and financial objectives.
* Provide sales teams with training, support, and product knowledge to drive effective product sales.
* Monitor sales performance, product margins, and market share, adjusting strategies as necessary to ensure profitability.
* Act as the primary point of contact for key customers regarding product-related matters.

**Inventory & Supply Chain Coordination**:

* Work with supply chain teams to ensure optimal inventory levels and product availability.
* Coordinate with Warehouse TWO (or other distribution platforms) to optimize product visibility and availability to distributors.

**Technical Expertise & Support**:

* Stay up to date on industry standards, technical specifications, and customer requirements.
* Assist in the development of training programs for both internal teams and external customers on product applications and innovations.

**Procurement of Raw Materials**

* Researching and recommending new material innovations or alternative sources that can enhance product performance or improve sustainability.
* Ensuring that all procured materials—ranging from PVC compounds and polyurethane resins to wire reinforcements and high-performance elastomers— adhere to Kanaflex’s technical requirements and industry regulations.
* Partnering with key suppliers to maintain a robust quality control process and address any improvement needed in raw material formulations through the product development and improvement process.
* Collaborating with procurement and R&D teams to assess raw material suppliers that align with Kanaflex’s quality and sustainability objectives to ensure supply chain resilience.
* Working with supply chain teams to balance cost efficiencies with demand, while mitigating risks such as material shortages, price volatility, and lead time disruptions.
* Ability to be flexible as responsibilities are aligned within the work team.
* Proficiency in Microsoft Office Suite (Outlook, Word, Excel, PowerPoint, and Access).

**EDUCATION**

Bachelor’s degree in business, Marketing, Engineering, or a related field. MBA preferred.

**EXPERIENCE AND SKILLS**

Minimum of 5 years of product management experience, preferably in the industrial or manufacturing sector.

Experience in industrial hoses or related products is a plus.

Proven track record of successfully launching and managing products throughout their lifecycle.

Strong analytical skills with the ability to interpret data and develop actionable strategies.

Excellent communication and presentation skills, with the ability to interact effectively with customers, distributors, and cross-functional teams.

Demonstrated ability to manage multiple projects, set priorities, and meet deadlines.

Proficient in Microsoft Office Suite and experience with CRM and product management software.

Strong knowledge of Kanaflex products, or willingness to develop in-depth product expertise desired.

Familiarity with warehouse and distribution platforms like Warehouse TWO is desired.

**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 listen. The employee is regularly required to work at a keyboard and computer.

The employee must be able to lift and/or move up to 50 pounds.

**TRAVEL REQUIRED:** Ability to travel domestically and internationally, as needed (up to 20%).

**WORK ENVIRONMENT:**

The work environment includes a general office environment with low to medium noise. While traveling the work environment may be fast-paced, dynamic, and constantly on the move, with changes in location, time zones, and working environments, often requiring adaptability, strong time management skills, and the ability to work independently while maintaining connections with a remote team.

**BENEFITS:**

Medical Insurance and Prescription Drug Coverage

Health Reimbursement Account

Dental and Vision Insurance (company sponsored)

Life Insurance ($25,000 company sponsored)

Disability: Short-Term & Long-Term (company sponsored)

Voluntary Life Insurance

401(k) Retirement Plan

Employer Matching Contribution (100% of the employee’s deferral, up to 5% of Employee’s Base Salary)

Employee Assistance Program

Paid Holidays, Paid Vacation, Paid Sick Days

Potential to receive a discretionary year-end bonus.

I acknowledge that by signing below I have read and understand the above job description in its entirety and

can perform all the stated requirements.

Employee Signature Date

Employee Print