

## **CWD Product Manager**

CWD (Circus World Displays) owns and operates 4 divisions and over 30 brands. CWD was established in 1961 and has become an innovator in the consumer electronics world.

CWD is currently looking for 2 Product Managers to join our team. This position is required for 2 of our divisions and the successful candidates will be required to work in the office where the division is located. The divisions that require a Product Manager to join their team are:

**BlueTronics Group** was established in 2010 when CWD acquired over 20 brands from another CE company. The office is located on 1040 Martingrove Road in Toronto, ON. Some of the main brands that BlueTronics manages include:

- **Electrohome**, which was established over 100 years ago with a wide assortment of CE goods
- **Citizen**, which produces lifestyle electronic products within Canada
- **Magnasonic**, which specializes in audio, televisions and alarm clock products and other quality CE goods
- **Nyrius**, which focuses on higher-end lifestyle electronics and gadgets

**Tronics International** is a company that focuses on high-quality consumer electronics. The office is located on 4080 Montrose Rd in Niagara Falls, ON. It owns and operates two websites:

- **ShopTronics.com** is an online ecommerce store, which markets and sells consumer electronics to both U.S. and Canada, catering to end consumers and businesses
- **Fluance** is a home theater speaker brand that develops, manufacturers, markets and sells its audio products to both the U.S. and Canada. The products are sold direct through its online e-commerce store exclusively to end consumers

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

1. Developing and recommending category/product objectives and strategies
2. Source and negotiate the products that will achieve those goals
3. Help/support sales team sell-in to customer
4. Develop product packaging, ensure it meets industry standards (working with engineering), oversee manufacturing of, and ultimately importing the product
5. Category P and L
6. Entire P and L, lifecycle, and product pricing of the category in question
7. Market Analysis
8. Ongoing negotiation with factories
9. Forecasting and inventory management
10. Assists in the growth and development of new accounts

### **The successful candidate requires:**

1. A minimum of 2-5 years related experience is required
2. Excellent communication skills – presentation, verbal and written
3. Experience developing as well as managing assortment plans and assortment decision making

4. Post-secondary education is preferred
5. Experience in consumer electronics is preferred
6. Excellent organizational and problem solving skills
7. Experience in client and vendor relations – must enjoy “selling”
8. Experience importing from China
9. P & L accountability experience
10. Computer proficiency all Microsoft Suite programs; PowerPoint, Word, Outlook, Excel
11. Must be a professional in attitude and demeanor
12. Team player
13. Positive mental attitude
14. Aggressive
15. Entrepreneurial spirit

Qualified candidates are encouraged to apply online by visiting <http://www.svat.com/hr.php> and selecting the “Apply for a Position Now” button. Only online applications will be considered. If selected for an interview you will be contacted by Human Resources, please do not contact us by phone or in person.