



**SONIC EQUIPMENT**

## ***Productmanager***

As a Product Manager, you're the linchpin in our quest for continuous improvement, innovation, and success in areas such as automotive hand tools and storage systems. Your dedication and versatile role have a significant impact on our company and the satisfaction of our customers.

### **WHAT WILL BE YOUR PLAYFIELD AS OUR NEW PRODUCTMANAGER?**

As a Product Manager, you're at the heart of our product development and improvement process. Your role encompasses a wide range of responsibilities, where you take the lead throughout the entire journey, from concept to market introduction.

Main responsibilities:

- **Product Portfolio Maestro:** You lead our product portfolio, aiming for the highest customer expectations and company growth. As a thoughtful strategist, you manage the assortment.
- **Market Explorer:** In-depth market research is your specialty. Trends, customer needs, and competition are your playground. You closely monitor industry developments and use internal and external data to estimate customer buying behavior.
- **Budget Guru:** Your domain is developing and managing budgets for product development. Costs and profitability are no secrets to you.
- **IP Guardian:** Protector of intellectual property rights (IP). Patents, trademark registrations, our brand identity – you keep everything under control.
- **Sourcing Strategist:** You're the strategist behind sourcing. Supplier contracts, negotiations – it's like a business chess game for you.
- **Meeting Coordinator:** Initiating and organizing product development meetings is your specialty. You collaborate during these meetings to steer and optimize product development.
- **Launch Analyst:** As a critical analyst, you evaluate product launches. Gathering feedback, analyzing sales, and spotting opportunities for improvement. A kind of business analyst, but specifically for products.

## WHAT DO YOU GET IN THE ROLE OF PRODUCTMANAGER?

- A salary between €3900 and €4500 per month based on 40 hours;
- You get the opportunity to develop yourself in a dynamic, international environment.
- An open culture where everyone is encouraged to participate in discussions and contribute.
- Our modern headquarters in Purmerend is easily accessible and provides a comfortable workspace. You have the option to work 1 day per week from home;
- Monthly contribution for your pension.
- Besides hard work, you can also relax with your colleagues: table tennis, darts & football;
- Free lunch every Friday, fresh fruit and cooled drinks

## OUR DNA?

Sonic Equipment is the specialist in high-quality hand tools, fully equipped tool trolleys, and premium storage systems. Founded in 2004, it's now a leading brand with sales in over 65 countries worldwide. In addition to Automotive, Sonic is active in the Agriculture, Truck, Industry, Aviation, Maritime, and (Motor)cycle sectors. Our goal is to provide the perfect solution for technical professionals, always with the right balance of design, quality, and price.

Sonic is more than a company. We're a brand with big ambitions and a commitment to a cohesive and inclusive culture. We achieve success by placing our core values at the center of everything we do. These core values are **Kindness, Openness & Communication, Hands-on, Proactive, Teamwork, Responsibility, and Customer Focus.**

## WHAT DO YOU NEED TO BECOME A PRODUCTMANAGER AT SONIC?

- You have a bachelor's degree.
- You have a minimum of 4-6 years of experience in a similar role, preferably within an international environment.
- Experience in the hand tools or automotive industry sector.
- You have experience in developing a product assortment.
- Eye for quality and detail: every detail matters when perfecting tools.
- You feel comfortable in a dynamic, fast-growing, international, and commercial environment.
- You are able to communicate and engage at various levels within the internal and external organization with stakeholders;
- You have strong negotiation and influencing skills that you use in internal and external stakeholder management;
- You are fluent in Dutch and English German is a plus;

**CONTACT**

Are you interested? Apply now by sending your resume to [hr@sonic-equipment.com](mailto:hr@sonic-equipment.com). If you have any question regarding this vacancy, you can contact our Recruiter Nicole Bouwman via +31 (0)299 748 133