

**Job Description****Department:** Commercial Product Manager**Reports To:** VP Commercial Sales**Direct Reports:** None**About Imtra**

Imtra is an importer and manufacturer of high-quality marine products. Since 1952, we have provided quality solutions and products that meet the needs of our customers in commercial, industrial, and leisure marine energy and transportation settings.

Our employees are passionate about our culture, customers, and the future of Imtra. We pride ourselves on being 100% employee-owned, operating with integrity, and building long-lasting relationships with our customers and supply partners.

Each employee benefits from the ownership through earning company stock, year-end bonuses, and a voluntary 401(k) plan with a robust match. Imtra takes pride in offering employees and their families a diverse range of health and wellness programs.

Imtra's people-focused culture enables us to provide comprehensive employee experience that allows each employee to achieve their full potential and thrive personally and professionally while enjoying their work.

**Position Summary**

The Product Manager supports the commercial segment by partnering with sales teams, customers, and an international supplier network to drive product strategy, sales growth, and new product development. This role delivers high levels of product and sales support while maintaining exceptional customer service. The Product Manager manages multiple projects from concept through lifecycle, collaborates across all departments, and represents the company within the broader industry.

**Key Responsibilities**

- Own and drive revenue growth for assigned product lines by identifying new markets, segments, and opportunities
- Partner with inside and outside sales teams to provide product knowledge, support, and drive opportunities
- Serve as the primary liaison between suppliers and internal teams for product sales, development, and support
- Support and manage the sales pipeline, including quoting, order flow management, and closing key opportunities
- Develop and execute pricing strategies to ensure accuracy, competitiveness, and profitability
- Deliver prompt, high-quality product and sales support while maintaining strong customer relationships

- Train and educate sales teams on product features, positioning, and competitive advantages
- Develop sales and marketing tools and collaborate on marketing initiatives (content, digital, social)
- Communicate product updates, priorities, and opportunities clearly across teams
- Analyze market trends, competitors, and performance to refine strategy and drive results
- Manage multiple projects from concept through delivery and lifecycle support
- Collaborate cross-functionally and externally (customers, engineers, operators, vendors)
- Participate in forecasting, budgeting, and business planning processes
- Representing the company at industry events, trade shows, and with associations
- Proactively identify gaps and implement solutions to improve processes and drive growth

### **Key Performance Indicators (KPIs)**

- Revenue growth and profitability of assigned product lines
- Pipeline development and conversion rates (quotes to orders)
- Accuracy and timeliness of quotes and order processing
- Customer satisfaction and responsiveness (internal and external)
- Sales team engagement and product adoption
- Effectiveness of pricing strategies and margin performance
- Timely delivery and execution of projects from concept through lifecycle
- Quality and impact of product training, tools, and support provided
- Identification and execution of new market opportunities
- Cross-functional collaboration and stakeholder feedback

### **Qualifications & Experience**

- Sales and/or Product Management experience in the marine industry or a related field
- Proven ability to win business using a consultative, customer-first approach
- Ability to travel domestically and internationally for trade shows, customer visits, and vendor meetings
- Proficiency with Microsoft Office / Office365 applications
- Experience supporting forecasting, budgeting, and business planning processes
- Solid technical foundation, with education or experience in engineering
- CAD capabilities is a plus

### **Core Competencies**

- Excellent communication skills (active listening, writing, speaking, and phone)
- Strong customer service orientation with a professional, responsive, and diplomatic approach
- Ability to manage conflict and resolve issues effectively
- Strong organizational skills with attention to detail

- Ability to manage multiple competing priorities and projects simultaneously
- Self-motivated with the ability to work independently and manage time effectively
- Team-oriented mindset with willingness to support broader business needs
- Cross-functional collaboration and relationship-building skills
- Energy, accountability, and a proactive, solution-oriented approach

### **Compensation and Benefits Overview Pay Range**

The pay range for this position is \$53,500-110,500 annually, depending on skills, experience, qualifications, and geographic location. In addition to base pay, employees may be eligible for performance-based bonuses and/or other forms of variable compensation, depending on the position. Exact compensation will be determined based on individual experience, internal equity, and local market conditions.

### **Comprehensive Benefits**

At IMTRA, we believe in taking care of our employees and their families. As an employee-owned company, we offer a competitive benefits package that supports your financial, professional, and personal well-being:

- Competitive Salary – Fair, market-based pay aligned with your skills and experience
- Annual Bonus Program – Rewarding individual and company performance
- Employee Stock Ownership Plan (ESOP) – Share directly in the company’s long-term success
- Health, Dental & Vision Insurance – Comprehensive coverage with significant company contributions to keep premiums affordable
- 401(k) Retirement Plan – Generous company match to help you build long-term financial security
- Company-Funded Insurance – Life, AD&D, Short-Term Disability, and Long-Term Disability at no cost to you
- Paid Time Off (PTO) & Company Holidays
- Other Key Benefits – wellness programs, tuition reimbursement

We are committed to providing fair and competitive compensation along with benefits that help you and your family thrive.

IMTRA values a diverse workforce. We are committed to a culture of equality and inclusivity that fosters dialog, innovation, compassion, respect, and collaboration. All qualified applicants will receive consideration for employment regardless of race, ethnicity, age, religion, national origin, sex, sexual orientation, gender identity, veteran status, disability status, neurodiversity, or any other protected characteristic outlined by federal, state, or local laws.

To Apply, please submit your resume to [resume@imtra.com](mailto:resume@imtra.com)

