



PRODUCT MANAGER

🕒 Full time 📍 Joure, Netherlands 📌 with experience

Are you seeking an exciting opportunity to excel as a Product Manager? At Spanninga, we are looking for a visionary Product Manager (m/f/d) who will guide new product ideas from initial concept to a full-blown product launch, collaborating along the way with engineers, designers and marketers worldwide to maximize each product's impact on the world.

Your role

As part of the marketing team as well as the innovation team, you will be the pivotal force within the organization, combining creativity with market innovation to shape and uphold the product collection and brand essence:

- Explore industry technology trends to define new product features and inspire the innovation team in developing a market leading collection
- Explore market pains and needs by connecting to customers, execute trend analysis, user interviews and competitor research to identify new opportunities
- Analyse internal data for informed decisions on product renewal, replacement or discontinuation
- Define comprehensive List Of Requirements for new product developments
- Establish Bill Of Materials and cost calculations per product
- Drive financial success through effective turnover and margins
- Maintain global market relevance of the product portfolio
- Strategize 1-3 year lifecycle plans for product families
- Collaborate closely with R&D teams to guide product development, lead and monitor the implementation of features and USPs, pitch new ideas and introduce new technologies
- Partner with sales teams to monitor product performance, gather customer feedback and drive continuous product improvement
- Coordinate with the marketing team to develop and execute successful go-to-market strategies

Your profile

- Master / Bachelor degree technical with business interest (or vice versa)
- 3+ years of relevant Product Management experience
- Working proficiency in English (at least B2 level)
- Strong communication and organizational skills to take a lead role in this adventure
- Consent to travel internationally
- Preferably based at Spanninga HQ in Joure, with remote work options

Why Spanninga

Spanninga is dedicated to illuminating the world of bicycles and micromobility through innovation. With a century-long history, we stand out in the industry. Our core values revolve around passion, integrity, trust, and boundless inspiration. The Marketing & R&D teams in Joure are a tight-knit crew of about twelve people. Collaborating closely with our teams in China and France, Spanninga Netherlands is at the forefront of industry innovation. Expect a positive atmosphere, great coffee, and an open company culture that prioritizes:

- Work-life balance: work moves around your personal life and not the other way around
- Transparent communication: honest feedback is valued and practiced
- Flexibility: enjoy trust in flexible work hours, home office setups, and remote work options
- Salary according to the collective employment agreement *CAO Metaal & Techniek*

Does this resonate with you?

✉️ **Then we look forward to hearing from you via hr@spanninga.com**

