

# PRODUCT MANAGER (Cruisers & Yachts)

## SUMMARY

Regal Boats Orlando is looking for an energetic and focused Product Manager. This position is responsible for supervising all aspects of cruiser & yacht development including concept, prototype, product introduction, and market adoption of new models. This role will oversee all aspects of product management for new cruiser & yacht models to establish, enhance, and distinguish product within the competitive arena.

## RESPONSIBILITIES

- Develops comprehensive project management plan including scope of work, marketing analysis, budget and costing analysis, and bills of materials.
- Oversees market research, monitors competitive activity and identifies customer needs.
- Works with engineering, manufacturing and sales to establish pricing strategies, develop new products and enhance existing products.
- Tactical owner of new cruiser & yacht product development plans and prioritization.
- Follows product development work standards.
- Effectively leads project management team in setting and achieving all goals, schedules, and milestones.
- Represents Regal in a professional, ethical, and socially responsible manner.

## REQUIRED QUALIFICATIONS

- 8 years of experience designing or managing development of 30'+ boats
- 10 years of knowledge of the boating industry, including familiarity with major brands and features.
- Strong project management skills, including demonstrated track record of successful projects and implementation.
- Must be a team player and work closely together with other Regal team members.
- Strong relationship builder and a strong personal desire to win.
- Highly motivated self-starter and deadline driven.
- Ability to multi-task and work cross-functionally.
- Team player mentality, but able to work independently as required.
- Strong interpersonal, listening, questioning and communication skills (written and oral).
- Energetic, aggressive and focused.

## PREFERRED QUALIFICATIONS

- Bachelor's degree in Engineering or related field.
- CAD software experience, including Solidworks, Rhino, Siemens NX, Catia, Pro-E.
- Project Management certification or equivalent training.
- Fluent in Microsoft Office software suite.
- Professional memberships in industry organizations such as ABYC.

Regal is a stable, family-owned and operated company in Orlando with an outstanding reputation for treating our team members as our most valuable assets. We are known worldwide for producing luxury performance boats. We offer an excellent benefit package. Please email resume with salary expectations to [human.resources@regalboats.com](mailto:human.resources@regalboats.com). We invite you to learn more about Regal Marine by visiting us on the web at [family.regalboats.com](http://family.regalboats.com)

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