



Product Manager – Sport & Recreation Manufacturer

SALARY RANGE (2017): \$80,000–\$120,000ⁱ

Walk into any sporting goods or outdoor recreation retailer and you'll experience some of the impact of my job. I develop both what's inside the box and the feeling you get when you see the brand on a shelf; it must stand out from the competition. Sometimes my work helps customers imagine a new lifestyle, or it signals social status, or the customer wants to perceive good value from the packaging. I communicate these benefits on everything from product design and packaging to Instagram feeds to TV campaigns to community events.

The Tip: Do a program with work terms or create your own workforce experience. This forces you to get out of a classroom and apply yourself. Your GPA will be the one thing that doesn't differentiate you.

PRIORITY KNOWLEDGE AND SKILLS:

Job-Specific	Core Transferable
<ul style="list-style-type: none"> • Financial management • Consumer insights • Market analysis • Segmentation • Sales & distribution management • Product launch strategy • Pricing • Revenue generation • Marketing communication • Branding & positioning • Content marketing • Promotions & sponsorship • Public relations • Event & experiential marketing • Contextual knowledge of product category 	Be an expert at all core transferable skills: <ul style="list-style-type: none"> • Thinking skills • Communication skills • Organizational skills • Interpersonal skills • Technical literacy

BUILDING BLOCK EXPERIENCES:

Education & Learning: <ul style="list-style-type: none"> • Bachelor of Business (Marketing) with a minor in sport & recreation management • Diploma in finance from local college • Certificate in digital marketing from Coursera • Listen weekly to Under the Influence Podcast 	Being a product management in sport & recreation is what I aspired to. The challenge is, it's what a lot of people aspire to. To compete, I need to be current and understand not only marketing, but also finance in sport & recreation. Leveraging education and learning was critical to be one step ahead of my competition.
Employment Experiences: <ul style="list-style-type: none"> • Did an internship at a large sporting good manufacturer. This company offered me a 	My big break happened by deciding to do an internship. This single decision redefined my career. It showed me what I love to do and

<p>position at graduation.</p> <ul style="list-style-type: none"> • This company offered a structured development plan and in five years I worked in creative, sales, market research, finance and manufacturing • Promoted to assistant product manager and then product manager 	<p>what I am good at. It also allowed me to show this to others. I didn't always love the jobs I was assigned to do, but I realized that to become a product manager, I was accountable for the whole business from design to distribution. Finally, my commitment to the organization built my personal brand equity.</p>
<p>Community Experiences:</p> <ul style="list-style-type: none"> • On the board of my local marketing association • Coach soccer at the Boys & Girls Club 	<p>Volunteering not only allowed me to contribute my skills to my community, it broadened my network and relationships. The diversity of these relationships forced me out of my comfort zone.</p>
<p>Contextual Experiences:</p> <ul style="list-style-type: none"> • Becoming a parent is huge context 	<p>Balance requires discipline and perspective. I've become a better manager because I've internalized the principle of "don't sweat the small stuff."</p>
<p>Relationships:</p> <ul style="list-style-type: none"> • Cold-called a product manager at sporting goods company in first year. This cold call led to my internship and 13 years later she is both a mentor and a friend. 	<p>All relationships take risks. The biggest challenge was that first phone call I made. I realized that if I didn't make it, someone else would. I took a leap and never regretted it.</p>

ⁱ Refer to:

[http://www.payscale.com/research/CA/Job=Product_Manager%2c_\(Unspecified_Type\)/Salary](http://www.payscale.com/research/CA/Job=Product_Manager%2c_(Unspecified_Type)/Salary) or <https://ca.indeed.com/salaries/Product-Manager-Salaries>