



Job Title:	Product Manager – Construction Technology
Department:	Sales
Reports To:	Vice President
Supervises:	Product Specialists
Job Group:	First/Mid-Level Officials and Managers
Exempt or Non-Exempt:	Exempt

Job Description:

This individual will provide leadership and product expertise on specific technology equipment lines and build long term relationships to maximize company profitability and market share. This individual will be expected to specialize in the equipment lines and provide support to store leadership, sales professionals, and account managers on the products.

At RDO Equipment Co., we make decisions thoughtfully, balancing the impact on each of our stakeholders, and enact those decisions according to each of our core values. In this way, we find purpose in our work and pride in our purpose.

Specific Duties Include:

- Own the overall performance, growth, profitability, and strategic direction of the assigned product line.
- Serve as the organization's leading expert on customer applications, industry trends, competitive solutions, and product capabilities.
- Develop and execute the product line strategy to maximize market share, customer adoption, revenue growth, and profitability.
- Establish and communicate the vision, objectives, priorities, and business plans for the product line across all locations.
- Lead product lifecycle management, including forecasting, inventory planning, product positioning, pricing strategies, rental fleet strategy, and market introduction plans.
- Own inventory performance, including stocking strategy, aging inventory, rental utilization, asset turns, and return on invested capital.
- Lead product forecasting, ordering, and allocation decisions while managing supplier relationships to ensure product availability and business success.
- Serve as the primary executive relationship owner with manufacturer partners for our region, leading strategic discussions, business planning and performance reviews.
- Represent the company in manufacturer councils, leadership events, industry associations, and strategic forums.
- Act as the senior advisor and escalation point for major customer opportunities, strategic accounts, and complex solution sales.
- Lead market development efforts by identifying emerging customer needs, new applications, and growth opportunities within the assigned product line.

- Own the competitive strategy for the product line, ensuring sales teams understand market dynamics, competitive threats, and differentiators.
- Develop and execute annual business plans, sales strategies, budgets, forecasts, and growth initiatives for the product line.
- Lead, coach, and develop dedicated sales specialists and field teams to drive consistent execution and customer success.
- Ensure sales teams are equipped with the training, tools, knowledge, and processes required to successfully position and sell the product line.
- Partner with regional, store, sales, service, and parts leadership to develop organizational capability and ensure operational readiness.
- Drive alignment between sales, service, parts, and technology teams to deliver a superior customer experience throughout the product ownership lifecycle.
- Lead targeted engagement with key customers to understand operational challenges and develop solutions that improve customer outcomes.
- Serve as the voice of the customer by translating market feedback into business strategies, training priorities, inventory decisions, and manufacturer discussions.
- Ensure product support teams receive the training, resources, and technical knowledge necessary to support customer success.
- Own product line training strategy and execution for sales, service, and support personnel.
- Lead the development and execution of technology, positioning, and product adoption programs that deliver measurable customer and business results.
- Analyze market trends, customer demand, sales performance, and competitive activity to identify opportunities and recommend strategic actions.
- Ensure all product line activities align with company financial, operational, safety, and customer experience objectives.
- Foster a culture of accountability, ownership, continuous improvement, and customer focus throughout the product line organization.
- Maintain strong cross-functional relationships and influence organizational decisions that impact the performance and success of the product line.
- Manage assigned budgets, resources, and investments to maximize business performance and long-term growth.
- Ensure compliance with all company policies, safety expectations, and operating procedures.
- Follow all safety rules and regulations while performing work assignments and adhere to all policies and procedures as specified in company manuals and as directed in the employee handbook.
- Conduct self in the presence of customers and community to present a professional image of RDO Equipment Co.
- Proactively seek and participate in available company-sponsored training, to develop and advance knowledge base and skill set.
- Participate in all company/location driven communication efforts, including open book meetings, huddles, department meetings and other related efforts.
- Maintain a positive and professional working relationship with peers, management and support resources, with a constant commitment to teamwork and exemplary customer service.
- Perform all other duties as assigned by management in a professional and efficient manner.

Job Requirements:

- The ideal candidate will have previous supervisory or management experience.
- Industry experience is required to effectively perform the responsibilities of this role.

- The candidate must possess a solid understanding of current market conditions and industry trends.
- Excellent customer service skills are essential for building and maintaining strong relationships with customers and stakeholders.
- The successful candidate will demonstrate excellent oral and written communication skills.
- Strong computer skills are required, including proficiency with standard business software and systems.
- A college degree is preferred.

EOE/M/F/Disabled/Veteran

Essential Job Functions:

Activity	Never	Occasionally	Frequently	Constantly
Hours Per Day	0 Hours	Up to 3 hours per day	3-6 hours per day	6-8+ hours
Sitting				x
Walking		X		
Standing			X	
Bending (neck)		X		
Bending (waist)		X		
Squatting		X		
Climbing		X		
Kneeling		X		
Crawling		X		
Twisting (neck)		X		
Twisting (waist)		X		
Hand Use: Dominant Hand Right___ Left___			X	
Is repetitive use of hand required?			X	
Simple Grasping			X	
Power Grasping	X			
Fine Manipulation			X	
Pushing/Pulling		X		
Reaching (above shoulder level)		X		
Reaching (below shoulder level)		X		
Lifting:				
0-10 lbs.				X
11-25 lbs.		X		
26-50 lbs.		X		
51-75 lbs.	X			

76-100 lbs.	X			
Carrying:				
0-10 lbs.				X
11-25 lbs.		X		
26-50 lbs.		X		
51-75 lbs.				
76-100 lbs.	X			
Driving cars, trucks, forklifts, and other equipment?	X		X	