



**Position:** Product Manager  
**Location:** Lansing Square  
**Reports to:** Director, Product Management

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Reliance Comfort Limited Partnership offers essential home services to customers across Canada, specializing in two main product lines: the HVAC business (heating, ventilation and air conditioning) which includes retail sale, rental, service, maintenance, and financing; and the Security business which includes sales, installation, rental, service, and monitoring.

Reliance is a \$400 million business today having doubled in size over the last 5 years. The Reliance portfolio consists of 1.2 million residential water heaters in Ontario and is Canada's second largest portfolio of rental water heaters. The Security and Monitoring business is the second largest of its kind in Canada with over 325,000 subscribers. What has remained core to the business in our fast growing company is the continual development of strong customer relationships and loyalty, and investment in employees and systems necessary to cost-effectively and efficiently manage the business.

Past performance and future plans demonstrate that the business is doing the right things to build revenue, offering consumers products and services they want and value. The organization is well positioned to out-perform others in a competitive marketplace. More information about Reliance can be found on the company's website at: <http://www.reliancecomfort.com>

This very successful mid-sized (and growing) Canadian company is searching for a **Product Manager** to join a dynamic marketing department, with a very strong focus on growth and profitability. The culture is values-driven, highly collegial and co-operative, equally focused on strategy development and tactical execution.

The ideal individual will have strong business, financial and analytic acumen, and ideally product management experience in the home services industry such as HVAC, Protection Plans and/or Water Heaters, as well as other industries. Experience with at least one of the three would be ideal. The Product Manager must have proven capability to turn customer insight and competitive knowledge into an integrated and robust product plan. Quick response to a rapidly changing environment is as important as setting longer-term direction and execution with excellence.

The right individual will have excellent interpersonal skills and be experienced working cross-functionally in a matrix organization. The person must be able to work collaboratively with the other Product Managers and leverage synergies across categories, as well as with the Sales and Operations groups.

**Product Manager – Role Summary:**

Develop, execute, and manage effective product plans that support the achievement of short and long-term business objectives. This position will be expected to assume a leadership role in providing the organization with key strategies and programs in order to fuel the growth and development of the line of business. The role will have both a B2C and B2B component with a strong focus on customer acquisition, cross-functional participation and performance management. This role reports to the Director of Category Management.

**Primary Responsibilities:**

- Develop and execute product / marketing strategies that support the achievement of business objectives for the assigned lines of business; measure results against plan and adjust business programs and strategies as needed to meet short and long term objectives
- Lead and manage cross-functional project teams to launch new programs, campaigns, products and services
- Accountable for in-depth analysis of the marketplace, consumer research, competitive trends and development of objectives and strategies for all key areas of the business including product, pricing, availability, marketing communications, and tactical promotions.
- Support existing channels and look for opportunities to introduce new channels
- Conduct appropriate evaluation and analyses (economic, business case, and performance analysis) to support program recommendations
- Working with internal marketing communications group and external agency partners, develop effective communication strategies, advertising and promotions campaigns
- Provide focus and strategic direction in development of annual business plans and budgets, including the identification of market opportunities / issues, and development of category recommendations with respect to markets, products, positioning, pricing and promotions.
- Provide product leadership within the company to evaluate alternatives for marketing issues, products and services.

**Minimum Requirements:**

- 7-10 years experience in product or category management with specific focus on the HVAC industry and consumer durable categories in driving customer acquisition and penetration.
- Demonstrated understanding of establishing product positioning and translating into effective customer communications
- Strong revenue / margin analysis skills with proven experience in business case development and product performance management
- Demonstrated ability to work with internal sales and operations groups
- Strong negotiating and decision-making ability
- Excellent verbal and written communications skills, superior interpersonal skills.
- Advanced MS Excel skills

***Please note***, this position requires a *Criminal Background Check* be completed for potential candidates. These checks must be satisfactory in order for an employment offer to be extended unconditionally.

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**Interested applicants please apply to [rquest@twogreysuits.com](mailto:rquest@twogreysuits.com) or call Ron Guest 416 460 6198.**