

## Product Manager

**JOHN C. WHITTLE**

### **Recreation Products Manager**

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#### **Objective**

Position of product manager in the sporting goods or recreational field where my marketing training and experience, knowledge of the recreational field, and creative sales/promotional talents will be fully challenged; former member of U.S. Olympic Team.

#### **Experience**

1991-  
Present

##### **PRODUCT MANAGER**

**Gymco Company**, Newton, New Jersey

This manufacturer of gymnastic equipment has annual sales of \$120,000,000. It distributes directly and through wholesalers, jobbers, and retailers such products as basketball nets, roman rings, parallel bars, mats, and exercising devices.

As product manager, I collaborate with sales manager in developing marketing and sales promotion plans for various gymnastic devices. I coordinate and budget efforts of design, promotion, and sales personnel. I research consumer preferences and arrange demonstrations at fairs, special events, department stores, and gymnasiums. I increase sales by 500 percent in most of the products I upgrade.

Desire new position because I want more independence in designing and developing products.

1984-  
1991

##### **PRODUCT MANAGER**

**Sun and Snow Athletic Equipment**, Astoria, New York  
(Subsidiary of German-based Turnverein Industries, Hamburg)

This large German manufacturer of sporting equipment launched an American line in 1985. Working with the manager of the Astoria plant, I tested market acceptability for the full product line and selected the gymnastic equipment, skis, and ski boots that I found had ready sales in America. Working in both Hamburg and Astoria, I helped adapt these products to the American market. I collaborated in all promotion and selling of these products. I left because distribution, once successfully launched, became routinized.

#### **Education**

**BACHELOR OF SCIENCE IN RECREATIONAL AND HEALTH EDUCATION** with minor in Distributive Education,

**Teacher's College, Metropolitan University**, New York City.  
Captain of gymnastic team; member of baseball and soccer

teams.

**References**

References will be furnished on request.