

WILLIAM ROTHMAN

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EMPLOYMENT

Product Manager — Cooking Division | Lignetics Inc.

July 2023 – Present

Product

- Responsible for development of 30+ commercially viable new products utilizing market data and internally developed costing models to define sellable products with favorable margins for both core and private label SKUs.
- Managed factory production for new and updated goods to reflect supply chain realities and negotiated favorable terms with vendors. Steered production around fluctuating material, freight, and operational costs.

Marketing

- Co-managed marketing campaigns from inception to post-mortem, iterating on successes. Led diversification from Meta-first marketing plan to a Youtube/Reddit higher-impact strategy.
- Worked with internal creative team, contracted creative agencies, and content creators to hone effective brand messaging. I was the first person at the company to ever ask for a list of our creators with relevant impact metrics.
- Conducted trend and competitive landscape analysis to turn our team into market experts.

Channel

- Strategized with Sales teams to focus sell-in efforts on our highest margin items and devised playbooks for retailer outreach.
- Developed in-store merchandising displays and materials.

Associate Product Manager | Bell Sports, Inc. / Blackburn

June 2022 – April 2023

- Led product development from concept to buy-ready product to sell-in and marketing for cycling accessories in: Car Racks, Maintenance and Tools, Apparel, Child Carriers, Computers—categories totaling \$15m in yearly revenue.
- Partnered with multinational mass retailers to develop lines of viable in-store and online products utilizing consumer data and market trend analysis.
- Worked with Sales and Industrial Design to develop products in line with brand values and market demand.
- Conducted in-depth financial analysis for costing and retail scenarios with the goal of full profitability of all products in the line.
- Worked closely with a team of developers and foreign manufacturers to meet product specifications, including material, color, quality, and cost.
- Finalized ordering programs to match projections and forecasts in partnership with Project Managers, Sales Teams, and Operations.
- Led creative teams in developing highly praised informational and marketing content for use across platforms, including: instructional videos, photo shoots (briefs and on site), info graphics, copy writing.

Product & Services Manager | Glampervan

Product & Services Manager (October 2021-March 2022)

Associate Operations (June 2021-September 2021)

Production Associate (April 2021-May 2021)

Intern (February 2021-April 2021)

- Built a new service department from zero and managed sales, customer pipeline, and execution of work orders.
- Led regular progress meetings consisting of developers, sales, and upper management.
- Communicated contract requirements to production leads.
- Managed post-sale relationships and resolved inquiries.
- Handled supply-chain logistics and supplier relations, including gauging reliability of vendors, sourcing new material streams, and negotiating cost.
- Implemented new organizational system to improve shop efficiency.
- Identified and presented improvements to the van design and van build process.

SKILLS & ACTIVITIES

Business Programs

Tableau, Business Insights, Excel, Powerpoint, Clickup, PLM, SAP, Lytho, Trello, Sage300

CAD Programs

Fusion 360, Rhino, Sketchup

Creative Programs

Adobe Suite (Photoshop, Illustrator, InDesign) Figma, Canva, Final Cut Pro

Design

Design Thinking, Design Research, Sales Analytics, Prototyping, Small-Scale Fabrication

Things I Do

Stand-up Comedy, Trail Running, Cycling, Tennis, Weekly Trivia, 3D Design and Printing, Amateur Carpentry

EDUCATION

Kenyon College (Gambier, OH) — Bachelors of the Arts in English