

BBCITC  
4640 Campus Place, Suite 100  
Mukilteo, WA 98275

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## **ABOUT US:**

BBCITC is a two-brand portfolio: CITC Special Effects and BirdBuffer. CITC has been an industry leader for over 30 years as a special effects brand that enhances TV and movie productions and live events with artificial snow, fog & haze, bubbles, confetti, and foam.

Our equipment has been featured in movies like Home Alone and The Revenant, snow fall at Snowflake Lane in Bellevue Square, The Nutcracker ballet, and more.

## **TITLE: Product Manager**

### **ROLE DESCRIPTION**

Reporting to the Vice President of Product Development, you will be responsible for designing the next generation of professional snow, fog, and haze special effects for CITC. This is a rare opportunity to help create the effects used by companies like Disney theme parks and cruise ships, Netflix, Broadway theaters, world-touring musical acts and more.

You'll also be improving our portfolio of safe and effective bird control solutions through our BirdBuffer brand. BirdBuffer helps companies like Costco, Dole, Alderwood Mall, and Southwest Airlines protect their customers, employees, and equipment from the damage created by unwanted birds.

Owning the end-to-end product experience for our customers across the two brands will include creating and maintaining the innovative product roadmap, understanding competition and the market, working with customers on product definition, evaluating and sourcing product options, and delivering any internal new product development and other product improvements.

As the product manager, you will collaborate with the leadership team to identify and deliver growth through roadmap improvements. As the engineer, you will work with other internal teams to develop and source products and product improvements through our factories.

This is a unique role where you have ownership and involvement from the customer's eyes/voice all the way through the design, build, and product launch lifecycle.

### **KEY RESPONSIBILITIES**

- Use voice of the customer to identify and prioritize the jobs to be done.
- Drive the product roadmap by understanding customer needs and evaluating, curating, and pursuing new ideas. You will own the business case evaluation, the financial analysis, and the development plan.
- Build and improve network of external engineering/product firms to identify and deliver new and improved products.

- Partner with the BBCITC sister companies to leverage centers of excellence (COE) internal engineering functions.
- Maintain knowledge of competitors' product offerings and assist in identifying market opportunities and gaps in our offerings.
- Understand technology and industry trends to stay ahead of customer needs.

## **QUALIFICATIONS**

- 5+ years' experience in product management and or product development engineering.
- Strong problem-solving skills, including the ability to root cause and identify solutions.
- Creative and curious; ability and desire to learn.
- Strong communication skills, detail management, and attention to quality.
- Bachelor's degree in Electrical Engineering, Mechanical Engineering, or Industrial Engineering preferred but not required.
- U.S. Citizen or Green Card holder; authorized to work in the United States.

## **ABOUT SILVER FALLS CAPITAL**

B.B. CITC, LLC and OmniCleanAir, LLC are wholly owned subsidiaries of Silver Falls Capital, LLC, a private investment company that is focused on the acquisition and successful operation of businesses over the long term. With decades of hands-on experience running and improving businesses, we bring leadership, processes, and investments to help companies and teams achieve their full potential.