



Vacancy

Product Category Management Lead

INTERGAS®

Member of the Rheem Family

The innovative company Intergas is at the forefront of the heating transition with its hybrid and heat pump solutions. The company is the leading player in the Netherlands for high-efficiency boilers and hybrid heat pumps. The Product Category Management lead manages the end-to-end lifecycle of Intergas' portfolio of hybrid products from development to go-to-market strategy and pricing, aligning Innovation, Engineering, and the commercial organization.



Requirements

- Over 10 years of experience
- As product leader in the Heating, Ventilation, and Air Conditioning (HVAC) industry
- Managing all aspects of a successful HVAC product roadmap
- Change leader with strategic insight and excellent stakeholder management
- English fluency required

 **Coevorden**

 **Minimum of 10 years' experience**



About the company

Intergas

Intergas is a leading European manufacturer and distributor of high-efficiency heating and hot water technology, and part of the international Rheem group. The company is the driving force behind technological innovations in the sector. With its smart solutions, Intergas leads the charge in the heating transition—helping homeowners and installers achieve more sustainable, cost-effective heating. Intergas develops its products entirely in-house (hardware, software, and electronics) and has scored best in many tests for the past decade. It comes as no surprise that almost half of all Dutch boilers are manufactured by Intergas and that its new hybrid models are considered the most compact, cost-effective, and sensible solution for existing buildings.

Since 2019, Intergas has been part of Rheem, a strong international player in cooling and heating systems with annual sales of around six billion euros and operations in over fifty countries. As part of its European growth strategy, Rheem also acquired DEJONG in 2022. With the addition of this world-leading manufacturer of stainless-steel hot water tanks and the acquisition of Germany's MHG Heiztechnik in 2023, Rheem has built an excellent foundation for its leading role in Europe's energy transition. ▶

Ready for the future of HVAC

The HVAC industry in Europe is changing rapidly. The energy transition and resulting European and national regulations pose both a challenge and an opportunity for an innovative player like Intergas. Competition is growing, and customers increasingly need sustainable, yet cost-effective solutions. As a European industry leader, Intergas strives to maintain its reputation for quality while setting the organization up for future success. Structural changes have led to the creation of a new Product Category Management department to meet changing customer demands and accelerate the speed-to-market of its innovations while reducing costs. ▶





Vacancy

Product Category Management Lead

As part of the new Product Category Management department, the Product Category Management (PCM) Lead has a dual role. First, they lead the team of the Product Category Managers focused on Boilers and Digital and the Product Delivery Managers. They do so as “primes inter pares” by assisting the team in generating ideas, prioritizing projects, and overseeing the creation of innovative products. As team lead, they also build and position the product category management discipline within Intergas. The PCM Lead reports to the Managing Director and is part of the Intergas Leadership Team.

Second, the PCM Lead is the end-to-end leader responsible for the lifecycle of all hybrid products within the Intergas portfolio of products. As the internal and external thought leader on their product category, they lead innovation in hybrid solutions with competitive and customer insights, set the go-to-market and pricing strategy, track product success and manage resources, and ensure continuous improvement across the product cycle. This includes portfolio decisions, product launches, cost and price optimization, compliance, and meeting sustainability demands in the market. ▶



The PCM Lead works closely with the other PCMs, with Innovation and Engineering, and with Product Management in the local commercial organizations. They collaborate with the PCMs for Boilers and Digital on cross-category innovations and projects. Together with the Innovation team, they steer new product ideas that align with Intergas' brand and customer needs for their category. They also set priorities for product development and improvements in the existing portfolio in collaboration with Engineering. The PCM's product roadmap and strategy shape the plans in the countries' sales organizations. In return, they get voice of customer data and commercial insights from the local product managers. The PCM leads these collaborative projects with the support of the Product Delivery Managers on their team.

This is an exciting opportunity for an experienced HVAC product manager with leadership experience and strategic vision. An excellent stakeholder manager, they speak the language of the different parts of the organization and bring them together in seamless and transparent collaboration whilst developing their PCM team. Their credibility and thought leadership make them pivotal for Intergas' ability to respond quickly to market changes and secure the company's prominence in the industry. ■



Interested?

Intergas is working with Top of Minds to fill this vacancy.
To express your interest, please contact Stephanie Stuit at stephanie@topofminds.com.

“Our hybrid solutions like Xtend are a major force in the cost-efficient and reliable energy transition for heating. The Product Category Management Lead will be the bridge between the commercial and technical parts of the organization to bring our innovative and qualitative products to market even faster and more efficiently.”

**Arno La Haye,
Managing Director Intergas**