



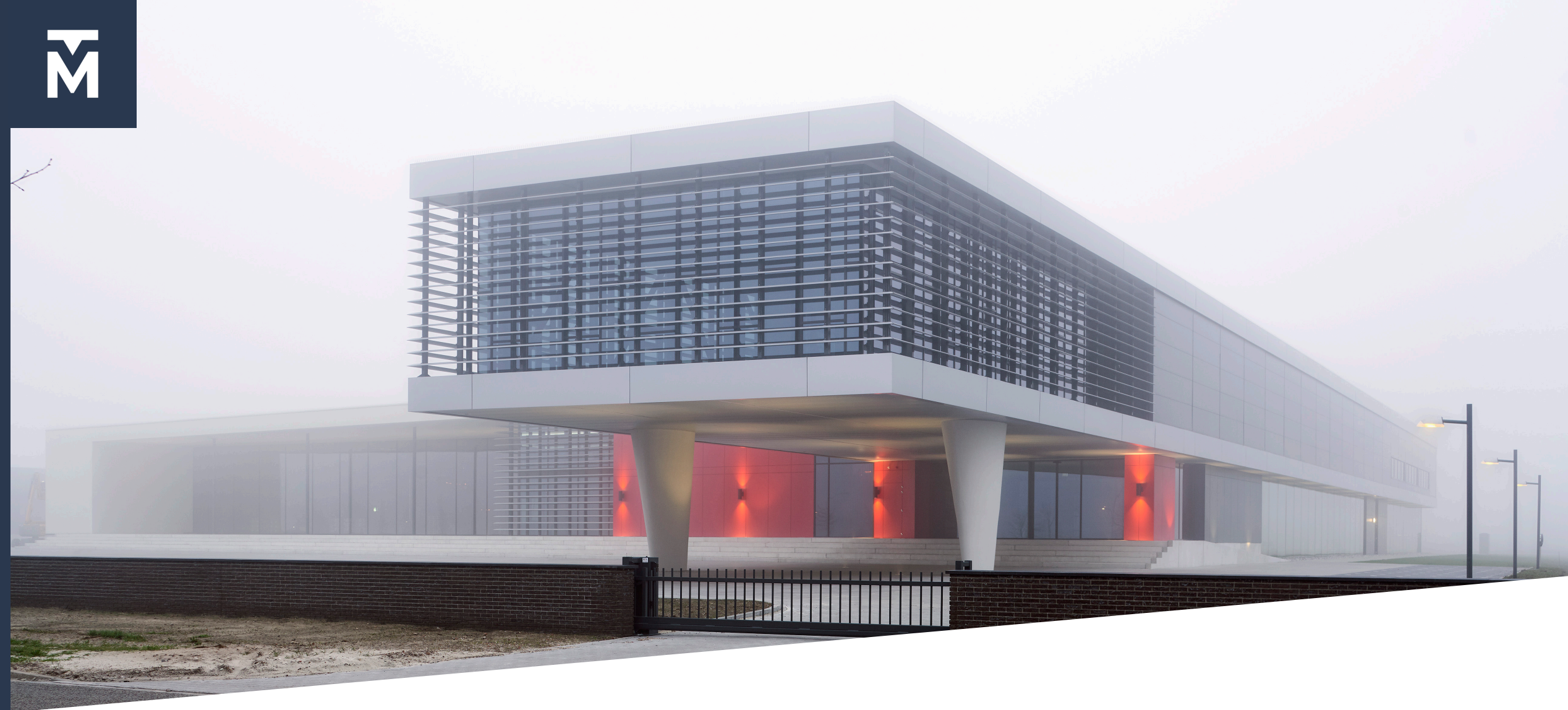
Vacancy

Product Category Manager

INTERGAS®

Member of the Rheem Family

Intergas is the leading supplier in The Netherlands for high-efficiency boilers and hybrid heat pumps. The innovative company is at the forefront of the heating energy transition with its hybrid and heat pump solutions. Their Product Category Manager will drive the product development and roadmap, go-to-market strategy, pricing, and other strategic decisions.



Requirements

- Over 8 years of experience
- In product management and/or product design for a manufacturing company, managing all aspects of the product roadmap
- With data-driven critical thinking and strategic insight
- Excellent in communication and stakeholder management
- English fluency required

 **Coevorden**

 **Minimum of 8 years' experience**



About the company

Intergas

Intergas is the leading supplier in The Netherlands thanks to its high-efficiency boilers and hybrid heat pumps, and are the driving force behind technological innovations in the sector. Its smart solutions lead the heating energy transition to help homeowners and installers achieve more sustainable, cost-effective heating.

Intergas develops its products entirely in-house, from hardware and software to electronics, and has scored best in many tests for the past decade. That's why half of all Dutch boilers are manufactured by Intergas and 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 cooling and heating systems organization annual sales of around six billion euros and operations in more than fifty countries. As part of its European growth strategy, Rheem acquired DEJONG in 2022. With the addition of this world-leading manufacturer of stainless-steel hot water tanks and acquisition of Germany's MHG Heiztechnik in 2023, Rheem has built an significant 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 Manager

As part of the new Product Category Management department, the Product Category Manager (PCM) for Boilers is the end-to-end leader, responsible for the lifecycle of all boiler products within the Intergas portfolio of products. As the internal and external thought leader on their product category, they lead innovation in boilers 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 roadmap. This includes portfolio decisions, product launches, cost and price optimization, compliance, and meeting sustainability demands in the market. Within the category of gas-fired boilers, the PCM also leads the strategic thinking about the decarbonization of heating, including green gas, hydrogen gas, and the development of smart hybrid all-in-one boilers.

The Product Category Manager serves as the voice of Intergas' customers to the whole organization. They define the scope, product vision, target audience, and the problems a product should solve. Focusing the category strategy and decisions within the PCM position leads to greater speed-to-market, reduced costs, a more aligned vision, transparency, and increased collaboration between Innovation, Engineering, and the Product Management organization. ▶

The Product Category Manager for Boilers works closely with the PCMs for Hybrid and Digital and manages the Product Delivery Managers to implement identified projects for their category. They also build and maintain excellent collaborations with Innovation and Engineering on product development and continuous improvement of the existing boiler portfolio. While doing so, they feed back insights to the PCM Hybrids on the hybrid solution portfolio. The PCM sets priorities for the countries' sales organization based on the boiler product roadmap and strategy, and in turn, gets voice of customer data and commercial insights from the local product management teams to make data-driven decisions.

This is an exciting opportunity for an experienced product manager or designer with strategic insight. An excellent stakeholder manager, they speak the language of the different parts of the organization and bring them together in seamless and transparent collaboration. Their credibility and thought leadership on boilers 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.

“We are one of the European leaders in the fast-changing HVAC sector. Intergas’ strength in innovation remains critical. Speed-to-market and efficiency are becoming increasingly important, and product category management will be key to achieving those feats”

**Arno La Haye,
Managing Director Intergas**