

Senior Product Manager – Bicycles (100%)

About BMC

BMC is one of the world's leading performance cycling brands, born in Switzerland and driven by a relentless pursuit of speed, innovation, and excellence. Every BMC bike combines Swiss precision, advanced engineering, and a rider-first mindset to create products trusted by elite athletes and passionate cyclists around the globe.

At our headquarters and R&D center in Grenchen, Switzerland, engineers, designers, athletes, product experts, and innovators work side by side to shape the future of cycling. We challenge convention, question assumptions, and continuously push performance to the next level.

If cycling is more than a job to you, if it's part of who you are, we want to hear from you.

We are looking for a **Senior Product Manager – Bicycles** to define and drive product strategy across our commercial bicycle portfolio, from category-defining performance platforms to our most ambitious halo products. This is an opportunity for an experienced product leader who understands that great products are not built by adding features. They are built by deeply understanding riders and transforming those insights into meaningful innovation, market differentiation, and commercial success.

What is yours

As Senior Product Manager, you will own and drive product strategy across key categories within the BMC bicycle portfolio.

You will lead products through their entire lifecycle, from opportunity identification and concept creation to development, commercial launch, and long-term portfolio management.

You will:

- Define product vision, strategy, and roadmap for key bicycle categories.
- Bring deep expertise and market insight within the road and gravel segments.
- Translate rider needs, industry trends, and competitive intelligence into winning product concepts.
- Lead cross-functional collaboration across engineering, design, marketing, sales, sourcing, retail, and executive leadership.
- Partner with international markets, retailers, suppliers, manufacturing partners, and development teams to ensure successful execution.

- Build strong internal alignment and influence key stakeholders through clear product storytelling and strategic thinking.
 - Travel internationally to engage with riders, retailers, distributors, development partners, and major industry events.
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What we are looking for

You are a passionate cyclist and an accomplished product professional who combines strategic thinking with a deep understanding of the industry.

You know how to transform market opportunities into products that riders genuinely want, and how to align diverse stakeholders behind a common vision.

You are:

- **Persuasive** – You build compelling product narratives and inspire confidence in your recommendations.
- **A natural leader** – You influence through expertise, credibility, and conviction.
- **Strategic** – You balance long-term vision with commercial reality.
- **Proactive** – You identify opportunities before others see them and take ownership of making them happen.
- **Curious** – You constantly seek to understand riders, markets, technologies, and emerging trends.

Most importantly, you live and breathe cycling. You understand the business, the communities, the technology, and the culture. You know what matters in the market, what truly influences buying decisions, and what separates meaningful innovation from marketing noise.

The BMC Mindset

We are not looking for someone who simply has experience in the bicycle industry.

We are looking for someone who challenges convention, embraces responsibility, and is willing to make bold decisions. Someone who is confident enough to take a position and curious enough to continuously question it.

At BMC, we believe progress comes from relentless refinement. We are driven by performance, guided by insight, and united by a passion for creating exceptional products that inspire riders around the world.

Your profile

- 7+ years of experience in bicycle product management, product development, or a related leadership role.
- Deep expertise in road and gravel bicycles.
- Strong knowledge of bicycle technology, components, materials, frame platforms, manufacturing processes, and performance characteristics.
- Demonstrated ability to develop product strategies and successfully bring products to market.
- Experience working within international, cross-functional teams.
- Exceptional communication, presentation, and stakeholder management skills.
- Ability to balance rider needs, brand strategy, technical feasibility, and commercial objectives.
- Fluent in English; additional languages are an advantage.
- Willingness to travel internationally on a regular basis.

Why BMC

Join a brand that is shaping the future of cycling.

Work alongside passionate experts at the forefront of bicycle innovation. Influence products ridden by ambitious athletes and enthusiasts worldwide. Be part of a culture that values performance, authenticity, curiosity, and continuous improvement.

If you're ready to create the next generation of category-leading bicycles, we'd love to meet you.