



## Product Manager, Hard Goods



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### Job Description

**Role:** Product Manager, Hard Goods

**Contract:** Permanent (Six-month trial period)

**Holiday:** TBD based on location. 30 days paid leave plus public holidays if based in Sweden.

**Location:** Open to remote work for the perfect candidate. Headquarter is located in Stockholm, Sweden.

**Department:** Hard Goods

**Reporting to:** VP Hard Goods

#### **About Loop Tackle Design:**

Loop Tackle is a renowned Scandinavian brand with a 40-year history of crafting premium fly fishing and outdoor products. Known for its innovative designs, environmental stewardship, and superior product quality, the company has established itself as a respected leader in the European market.

In October 2024, Loop Tackle was acquired by COX Enterprises, a US-based conglomerate with over \$20 billion in annual revenue. This acquisition has positioned Loop Tackle for ambitious global growth, leveraging COX's extensive resources to expand its market presence, particularly in the United States, the largest fly-fishing market.

With a mission to become the world's leading premium fly-fishing brand, Loop Tackle is deeply committed to conservation, producing high-performance, sustainable products that align with its values of environmental responsibility. Its offerings include fly-fishing equipment, clothing, accessories, wilderness lodges, and outfitter stores in Canada, with plans for further expansion into the outdoor industry.



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Loop Tackle embodies a start-up mindset during its growth phase, striving for innovation and excellence to deliver unmatched experiences for outdoor and fly fishing enthusiasts worldwide.

### **The opportunity:**

**As the Product Manager, Hard Goods at Loop,** you will leverage your proven product management experience and passion for fly fishing and the global fly fishing community to drive the development and delivery of a market-leading hard goods collection. Your expertise in market and competitor analysis will ensure a strategic and cohesive assortment that supports revenue growth, margin expansion, and global market leadership, while aligning with Loop's commitment to innovation, performance, and sustainability.

Your role is central in translating Loop's vision into physical products. Using your knowledge of Loop's product range, market insights, and angler needs, you will collaborate closely with internal teams across product design, production, marketing, and sales to bring forward-thinking, user-driven gear to market. You'll ensure that each product enhances the user experience and reflects Loop's high standards for quality and purpose.

You'll manage the development of the rod and reel collections, including overseeing relevant data in PLM systems and maintaining key tools and decks for internal and external use. Your ability to communicate cross-functionally and create compelling visual and strategic presentations will inspire internal teams, retail partners, and end users alike. This role succeeds or fails on accuracy and follow-through, not ideation alone.

In this role, you will help shape the future of Loop's product offering by ensuring our Hard Goods collection not only performs in the world's most demanding fly-fishing environments but also reflects our values around conservation, craftsmanship, and innovation.

### **The Team:**

You will be part of a small but growing team. You'll collaborate with the Head rod designer, the VP of Marketing, and external partners to create world-class products. This team will build strong relationships with internal and external stakeholders to bring ideas to commercial success.

### **Day-to-day work would include:**

- You will be the product Hard Goods eyes and ears to the market, translating gathered data into compelling information for execution into product creation.
- Product development & lifecycle management: tracking multiple rod, reel, and accessory projects through defined development stages.
- Product testing & performance validation through supporting or participating in on-water testing (rods and reels) while logging structured feedback and ultimately translating feedback into objective product changes.
- Define and manage the Hard Goods collection, ensuring each item supports Loop's reputation for performance, quality, and innovation.



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- Write concise, market and end-user-informed briefs for design and development that reflect real-world use and Loop's high standards.
- Oversee collection planning, including pricing, line architecture, margin targets, forecasting, and go-to-market timelines.
- Seasonal sales analysis utilising both D2C and B2B sell-out and B2B sell-in data to help define future products and assortments.
- Present product strategies with engaging storytelling to internal teams, including sales reps, retail partners, and ultimately end-users.
- Inventory, supply & delivery oversight with a regular operational rhythm, including reviewing inventory dashboards to monitor stock levels against sales velocity and seasonality.
- Collaborate with marketing to ensure effective consumer communication of key assortments and product stories, including shaping how products are positioned at retail, from catalogues and trade shows to digital content and sell-in tools.

### **Required background and skills:**

- You love the outdoors and are a passionate, regular, and committed fly fisher with a desire to build the very best produce will, making a difference in our industry.
- Exceptional attention to detail and comfortable working at component-level precision with a strong documentation discipline.
- A degree in a relevant business-related topic and/or at least eight years of previous experience working in a Product or Project Management role, preferably within the performance fly-fishing market.
- A professional level of spoken and written English is required.
- Deep natural understanding, passion, and experience in fly fishing and the fly-fishing community.
- Excellent verbal communication skills and the ability to deliver presentations to large groups at all levels of a business.
- A data-driven approach with a strong background in analysing market trends, competitor products, and customer needs, ideally within the hard goods fly-fishing industry.
- Experience with PLM or another Lifecycle Management System is a plus.
- A good understanding of business and marketing objectives with a proven record of delivering against these KPIs.

If you're interested in applying for this role, please send your CV by email to the team at Sports+Outdoor Search at [applications@sportsandoutdoorsearch.com](mailto:applications@sportsandoutdoorsearch.com). Please include the role name in the subject line of the email. They'll review all applications and come back to you with initial feedback within seven days of your application.

Closing date: February 9th, 2026