



CULTIVATE

Product Line Manager - Artifact

Boulder, Colorado

Full-Time Position

Company Overview

Cultivate is a gifting company based out of Boulder, CO that specializes in on-site gift experiences for corporate events, meetings, and incentive travel. Since 2010, Cultivate has gifted hundreds of top-performing employees on behalf of the companies they work for. Cultivate's on-site gift experiences are designed to help every guest select a gift they truly love from a wide variety of categories.

In addition to its full-time employees, Cultivate has 100+ independent contractors to service gift experiences at events in key markets including California, Florida, Arizona, Hawaii, the Caribbean and other resort destinations around the globe.

What We Need

Cultivate is currently recruiting a full time **Product Line Manager- Artifact** based out of **Boulder, Colorado**. The ideal candidate will be known as a creative, collaborative and business-minded leader, strategic partner, and change agent who can lead through significant complexity and who possesses professional maturity and credibility. Candidates must be comfortable with quickly evaluating and sun-setting legacy approaches that no longer align to the strategy. The candidate will be a type-a creative, a doer, known for being highly organized, resourceful, and efficient.

What You Will Do

- Continue to advance the Artifact offering - research, travel, source, and launch new markets
 - Own all components of the infrastructure build by market – navigate legal requirements, vet/establish supply chain, vendor, and packaging partners
- Build effective cross-functional relationships – work collaboratively to create synergies among all Artifact customer touch points
- Act as Artifact's Brand Manager – collaborate with the Marketing team on the development of Artifact's marketing strategy – bring to the table key customer, vendor, and product insights
 - Work with Management to develop, plan, and execute the Artifact brand strategy
- Foster and strengthen relationships with many diverse vendors (often local artisans) to curate and produce the best product mix, achieving the highest quality at a valuable price



- Identify product improvement opportunities – partner with vendors (local artisans) to manage the development cycle from conceptualization to launch and negotiate exclusivity
- Partner with the Sales team to solicit customer feedback on product quality, price, service, and competition
- Define customer needs and expectations – develop an assortment that satisfies customer demand and achieves sales and margin goals
- Create and maintain inventory files used for tracking, projecting, and purchasing quick turning inventory levels
- Construct and generate weekly reports to analyze KPI's such as sales, gross margin, and turn by region, category, vendor and product – utilize data to inform assortment adjustments and drive sales growth
- Continuously evaluate the performance of Artifact's supply chain to create cost efficiencies through process improvement across both international and domestic markets
- Ensure data integrity for Artifact – including but not limited to the Artifact website, sales reports, inventory files, assortment/pricing files, HubSpot, Quickbooks, and shared company folders

Must Haves

- Bachelor's degree in Merchandising, Business, or equivalent experience
- 3-5 years merchandising/buying experience required
- Prior management experience preferred
- Proficiency with MS Office Suite required, Adobe Creative Suite a plus
- Experience creating a website - working in WordPress a plus
- Willingness to market travel up to 15%
- Outstanding written and verbal communication skills
- Flexible and resilient; comfortable working in “grey areas” that are constantly changing and supporting creative chances
- Results-driven and proactive with a strong attention to detail and accuracy
- A relentless commitment to continuous improvement

Standout Skills

- An eye for good design – a passion for well-crafted premium product
- Influential negotiation skills backed by a genuine love for building longstanding partnerships
- Entrepreneurial spirit with proven analytical, decision-making, and planning skills
- Ability to appropriately prioritize, focus, and get the job done

Compensation and Benefits

- Competitive annual salary based upon experience
- Benefits including 401k (with 3% match) and insurance plans



The above description reflects most duties assigned to the position. Other responsibilities may be requested at any time.