



Product Line Manager - Controls

Ref. PLMC_US_2606

Location: Buffalo Grove, IL - USA



Company Overview

Carlo Gavazzi is a recognized global leader in the design, manufacture, and marketing of components and networked solutions for Industrial Automation and Building Automation. The Group offers a broad portfolio spanning sensors, relays, and energy management solutions, serving customers worldwide with innovative, high-quality products.

The products are marketed across Europe, America, and Asia-Pacific through a network of 23 own sales companies and around 60 independent national distributors.

The Opportunity

In this role, you will be accountable for sales growth, market expansion, and product line strategy execution in alignment with the regional budget and the company's five-year strategic plan.

You will collaborate closely with the International Product Management team and National Sales Companies (NSCs) to identify market trends, define product requirements, and drive new business generation with strategic partners.

Key responsibilities:

- Own and execute the commercial growth strategy for the Controls product line across the Americas, driving revenue, margin expansion, and market share growth.
- Develop and implement regional marketing and sales plans with National Sales Company (NSC) leaders, executing industry-focused go-to-market strategies aligned to Strategic Industries (Energy & Building Efficiency, EV Charging, Energy Storage, DER).
- Lead new business generation through structured business development, strategic account penetration, and targeted prospecting.
- Build and expand strategic relationships with key OEMs, panel builders, system integrators, and high-value prospects.
- Act as the regional voice of the market by conducting market analysis and delivering actionable insights on customer needs, trends, and competitive positioning.
- Capture and translate the Voice of Customer in collaboration with sales teams, ensuring alignment of solutions with customer objectives and influencing product development.
- Partner with International Product Managers (IPMs) and R&D to shape the global product roadmap, define product specifications, and support lifecycle management from concept through launch and commercialization.
- Drive new product introductions, including positioning, pre-launch engagement, sales training, and go-to-market execution.
- Align and enable regional sales teams through clear strategic direction, tailored solutions, and strong cross-functional collaboration with Product Support and IPMs.
- Monitor product line performance (pipeline, financials, win/loss) and implement corrective actions to achieve growth targets and optimize market impact.
- Define and influence regional pricing strategy and product positioning, ensuring competitiveness while supporting margin and profitability objectives.



Key accountabilities:

- Revenue and gross margin performance for the Controls Product Line
- New business generation with strategic OEM customers
- Successful execution of New Product Introduction (NPI) launches
- Regional market trend identification and analysis
- Establishment and maintenance of regional price lists
- Contribution to and validation of the global product roadmap

Requirements

- Bachelor's degree in Electrical or Electronic Engineering (required)
- Minimum 5 years of experience in product management or application engineering within industrial or building automation
- Strong knowledge of automation markets and products, particularly energy management, energy efficiency, and/or metering
- Proven B2B sales experience with OEMs, panel builders, system integrators or distributors
- Industry experience in one or more of the following sectors: Energy & Building Efficiency, EV Charging, Energy Storage, DER
- Prior experience as a Product Specialist or Application Engineer (preferred)
- Fluency in English (spoken and written); additional languages are an asset
- Willingness to travel up to 35% within the Americas region

Competences

- Self-motivated, proactive, and results-oriented
- Strong collaboration and stakeholder management skills
- Comfortable working independently in an international environment
- Adaptable, flexible, and open to change
- Analytical mindset with the ability to challenge the status quo for continuous improvement

Benefits

- A dynamic role within a globally respected automation company
- Collaboration with passionate, high-performing teams
- The opportunity to influence innovative, end-to-end product solutions
- Competitive salary and comprehensive benefits package
- Career growth opportunities within a fast-growing international organization

Application process:

Interested candidates are invited to submit their CV to GlobalTalent@carlogavazzi.ch

Please reference "**Product Line Manager - Controls, Americas**"

Learn more about us www.gavazziautomation.com or visit our [LinkedIn page](#)

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