Taylor Gischel

CONTACT

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PROFESSIONAL EXPERIENCE

Product Manager | June 2024–Present

Apex Tool Group

- Lead New Product Development (NPD) across multiple high-impact product categories, shaping strategy through user research and market analysis.
- Collaborate with Sourcing and Supply Chain to optimize costs, lead times, and profitability.
- Partner with Brand, Creative, and Merchandising teams to develop commercialization assets and retail strategies that drive awareness and sales.
- Support successful product launches that deliver meaningful customer engagement and strengthen brand positioning.

Product Development Manager | March 2022–June 2024

Stanley Black & Decker

- Worked with Engineering, Software, and Industrial Design teams to develop innovative products for the industry-first DEWALT POWERSHIFT platform.
- Led 100+ hours of global in-field user research to uncover insights that informed product strategy and direction.
- Presented product roadmaps and sustainability initiatives to C-suite executives to align on vision and long-term goals.

Associate Product Manager | October 2021–March 2022

Stanley Black & Decker

- Managed a 200+ SKU Light Duty Anchors portfolio, developing product roadmaps informed by competitive, pricing, and retail positioning analyses.

Brand Management Marketing Intern | June 2021–August 2021

Apex Tool Group

- Managed digital platforms to maintain web content, process sample orders, track social media performance, and develop detailed shot lists supporting successful photoshoots.

EDUCATION

Salisbury University | 2017–2021

Bachelor of Science in Marketing

- GPA: 4.0
- Top 10 Honorary Student in the Franklin P. Perdue School of Business
- Vice President of Beta Gamma Sigma, the World's Top Business National Honor Society

SKILLS

- SAP
- Adobe Workfront
- Wrike
- PowerBI
- Concur
- Tableau
- QlikView
- HubSpot
- Canva
- Product Management
- Brand Management
- Commercialization
- Content Creation
- Competitive Analyses
- End-User Research
- Stakeholder Management