

Product Manager

Responsible for driving and supporting our product strategy and execution, combining feedback from sales, marketing, development, customers, and prospects to enable the strategic vision and support our Industrial Value Stream for assigned product categories. Serve as the expert and spokesperson for assigned product(s), providing Minimum Viable Product leadership, technical direction, market expertise, and assistance in driving overall product growth. The essence of this position is to define the category business strategy and product roadmaps by developing product positioning in the market(s) and managing the full product life cycle for assigned product line(s).

Responsibilities

Owner:

- Consistently monitor revenue and profitability trends to optimize growth and profitability in target applications and segments
- Recommend and implements strategies to improve profit and growth of existing products or product lines
- Tactical decision-making authority related to product offerings (i.e. targeted opportunities, product catalog issues, modified standards, etc.)
- Recommend and implement guidelines for business to pursue related to products or product lines

Planner:

- Develop and implement short term (1-3 years) plans and strategies for specific products or product line
- Create business case for product extension / enhancement projects
- Provide input for new products
- Establish end of life strategies for products in the maturity and decline stages of the lifecycle
- Provide financial analysis to support recommended product plans, improvements, and new product introductions
- Serve as a change agent, continuously challenging the company to achieve greater performance while questioning the status quo.

Marketer:

- Assess and analyze existing products and markets to identify how product solutions can be applied to current markets and customers
- Identify key issues, gaps, opportunities and threats to specified products that may limit growth objectives
- Perform competitive analysis to understand strengths and weaknesses for product and market positioning

Strategist:

- Develop product positioning & differentiation strategies for the products
- Recommend strategies to grow and improve profitability of products from launch to end of life
- Recommend, manage, and maintain pricing strategies for managed products
- Provide support and training for key stakeholders (sales, marketing, support)
- Provide input for product and brand advertising and promotion

Leadership:

- This role is an integral part of the extended leadership team
- Provide thought leadership for products related to the product vision and roadmap
- Ensure that profit is maximized from current business in a manner consistent with company values.
- Effectively communicates with and influences peers on tactical decisions that drive increased revenue and profitability (i.e. additional capacity, new capabilities, alternative suppliers)

Culture:

- Upholds our values and our Business System (CBS)
- Will Keep customer experience and safety for all people in mind at all times
- Reminds others of our PQDCG priorities
- Fosters an environment that assures Quality is a source of pride for our company
- Protects our people against hazards and safety concerns; continually reinforces the care we have for people
- Fosters a culture of transparency, open dialogue and respect

Job Qualifications

- Education: Bachelor's degree and relevant on-the-job training and experience
- 5+ years' experience in a manufacturing environment
- Significant knowledge of We/abrasive blasting products preferred
- Ability to read, analyze business journals, professional journals, and technical specifications
- Ability to write reports, business correspondence, and technical documents
- Excellent critical thinking skills. Must have the ability to solve complex problems by analyzing and collating information from multiple sources
- Effectively communicate and influence groups and individuals, both internally and externally using presentations, computer / voice communication, and other communication / media formats. Excellent grammar and language skills

Physical Job Requirements

- Speaking to employees and customers
- Listening to employees and customers
- Sitting for extended periods of time
- Ability to learn and comprehend instructions and orientations to the job
- Ability to concentrate attention on tasks at hand for extended periods of time

Workplace Environmental Conditions

- Typical office environment with some manufacturing plant and field exposure
- Occasional Travel (up to 25%) to visit customers, distributors, trade shows, etc.