

Product Manager

Location: Bradenton, Florida, USA

Reports To: President / Vice President

Job Summary

The International Product Manager role is responsible for the coordination, implementation and control of the effective design and implementation of the product portfolio and roadmap supporting multiple industries within USA and Europe

Plans, organizes and controls assigned product lines from concept through product life cycle to optimize profits and support financial and corporate growth objectives.

Essential Duties and Responsibilities

- Conducts market research, voice of customer; identifies and tracks trends in company's target markets
- Defines the new product objectives, main specifications, and target cost
- Provides cross functional leadership to programs and ensures that programs and projects remain aligned to Company goals and program budget
- Develops a 12month rolling product roadmap and drive implementation with key business stake holders
- Works with international cross functional teams to resolve program conflicts (feature\cost etc)
- Works closely with sales and marketing teams to identify potential customers and participate in winning sales strategies
- Technical representative; Negotiates product specifications with customer and engineering.
- Determines pricing of product based on cost, sales input and market information
- Support sales team on preparing written proposals and coordinating information from varying disciplines
- As product specialist, develops training and provides training materials and marketing content for products using internal or external resources
- Develops new product business case and launch documents
- Generation and analysis of key performance indicators for measuring program/ product successes
- Analyzes and monitors direct competitors and general industry. Provides detailed market\gap analysis comparing product with key competitors
- Identifies partnering opportunities and/or acquisitions to complement and broaden company's product lines
- May require travel to key customers with sales and major trade shows
- Other duties may be assigned

Education and Experience

- Bachelor of Science degree in a technical field; 5 years related experience; or equivalent experience, knowledge and training in product development or architecture
- History of developing and taking products to market
- Proven product management experience



- Strong commercial acumen, knowledge of product lifecycles, obsolescence and succession planning

Supervisory Responsibilities

- May supervise one or more employees within a program team.
- Duties include giving directions, monitoring activities and providing input on conduct or performance.

Skills and Experience

- Comprehensive knowledge of products and their applications
- Excellent written communication skills
- Proficient communicator and listener
- Sales experience
- Strong project management skills
- Ability to deal with multiple disciplines, cultures and departments
- Demonstrates accuracy and thoroughness with high attention to detail
- Computer literate (experienced in Microsoft Office applications), HTML/web knowledge preferred

Physical Demands

- The employee is regularly required to sit, stand, walk, bend, use hands and fingers, and talk and hear.
- Employee is frequently required to stoop, climb, kneel and crawl.
- Employee must occasionally lift and/or move up to 50 pounds.
- Specific vision abilities required include close vision, color vision, peripheral vision, depth perception and ability to focus.

Work Environment

- Primary duties are performed in an office setting with standard office lighting, equipment and quiet noise conditions.
- Shop floor surveillance and collaboration are often needed.
- Employee may occasionally be exposed to other elements, such as noise, dust or fumes when visiting external customers or vendors and participating in trade shows and conferences in various locations.