



GTM MANAGER (PC CATEGORY) – HUAWEI

Location: Milan, Italy
Viale della Liberazione, 18

Type of Contract: Permanent contract, directly offered by Huawei Italy

The GTM (Go-To-Market) Manager is a central figure in our organization, as it is responsible for the commercialization of the products and all Product Management activities. GTM works across all other departments, and is a key area of the company. We are currently looking for a GTM Manager who will be in charge of the Personal Computers (PC) category of Huawei products.

Responsibilities:

1. Market Analysis – Competition and demand insight

- Channel partners insights: analyze and manage customers' requirements in constant alignment with the Key Account Managers;
- Strategic product-to-channel analysis based on competition analysis.

2. Strategy Definition – Monitor sales data to drive actions

- Define and adjust the 4P strategy (Product, Price, Placement, Promotion) of Huawei PCs on the Italian market, in cooperation with the Marketing, Sales and Retail departments;
- Manage overall product lifecycle activities liaising closely with the Sales and Marketing teams;
- Align market strategy, keep track of competitors' actions, create/track product SOP plan (Sales & Operations plan).

3. Business Operations

- Monitor sales trend (PSI), identify risks (such as inventory risk) and find solutions;
- Frequently track competitors' actions and develop plan based on their actions.

Requirements:

1. University degree in Economics, Business Management or similar majors;
2. Fluent in Chinese and English, knowledge of Italian will be considered a plus;
3. Min. 3 years of experience in a Product Management, Sales, Business Development role;
4. Previous experience in a Product Management role in Consumer Electronics is highly preferred;
5. Strong willingness to learn;
6. Inclination towards team working;
7. Willingness to self-challenge and pursue personal growth;
8. Proactive approach and strive for excellence;
9. Can think in abstract and has problem solving skills;
10. Strong communication and influencing skills.

**Send CVs in English to info@icpn.it
with mail subject "Application ICPN x Huawei - GTM Manager"**