

## **PRODUCT MANAGER**

### **Job Summary**

The PRODUCT MANAGER is responsible for managing all aspects of the product planning process across assigned market divisions (waterblast, sewer, oil/gas and renewables and concrete, based on strategic priorities). This activity may include (either by direct action or by collaboration with team members) gathering and prioritizing market and customer requirements, collaborating to define the product vision and liaising with engineering, sales, marketing, finance and operations to forecast market capacity for product adoption and success as well as internal operational capacity to meet the demands of the product development plan and overall company pricing and gross revenue strategies. The Product Manager will coordinate engineering, sales, marketing and operations to ensure adherence to the product strategy, go to market strategy and Product Health for assigned products throughout the product lifecycle (from product development through obsolescence).

The Product Manager is responsible for ensuring that all assigned product development efforts support the company's overall strategy and goals.

This position reports to the Director of Product Strategy.

The Product Manager is expected to do the following for assigned products or product lines:

- Establish and maintain strong relationships with end users and key industry partners.
- Gather and analyze market intelligence. Share information, trends and conclusions with all stakeholders.
- Identify market opportunities and product gaps.
- Define the product strategy and roadmap.
- Develop product requirements and strategy documentation (Product Plan) to include go-to-market strategy, prioritized features, competitive position, strategic timing and overall project business case.
- Liaise between Sales, Product Strategy and Product Development teams to guide targeted product development.
- Be an expert with respect to competitive product strengths and shortcomings.

### **Essential Functions**

#### **PRODUCT DEVELOPMENT**

- Define (collaborative) and document (Product Plan) the business objectives and product vision for all assigned product development projects including customer opportunity (what value will the product bring to the customer), market opportunity (what will the product do for the market) and business opportunity (what will the product do for StoneAge).
- Work with the Product Strategy and Sales teams to gather and prioritize market and customer requirements for all assigned product development projects including target markets/customers, needs analysis for customer use of the product, forecasted demand/adoption, and ROI analysis for proposed product development (also all inputs to the Product Plan).

- Work with Director of Product Strategy, Sales Leadership and Marketing Leadership to devise 'go-to market' strategies for proposed product development.
- Work with Product Strategy and Sales staff to gather and prioritize product requirements to meet customer needs and forecasted demand for product adoption.
- Liaise with Engineering, Sales, Marketing and Operations to forecast market capacity for product adoption and success as well as internal company operational capacity to meet the demands of the product development plan.
- Work with the Project Manager and Purchasing team to gather and validate detailed cost information to facilitate pricing analysis for proposed products. Facilitate strategic pricing discussions in collaboration with Project Manager and the Pricing Team.
- Complete a written Product Plan for all assigned product development projects that incorporates input from other departments as outlined above and as may be defined in the StoneAge Product Plan template.
- Work with Project Manager to develop Project Schedules and Launch dates that are consistent with market needs and StoneAge strategy.
- Team with the Project Manager, Lead Engineer and Product Development team to guide product development and achieve desired product performance, branding and launch timing.
- Work closely with the Project Manager and Systems Engineer in the execution of the Product Plan, including managing of field testing, ensuring the assumptions made during the planning process are tested and the plan is course corrected as needed to ensure product development will meet overall company and market goals for the product.

#### PRODUCT HEALTH

- Lead product lifecycle management in collaboration with Engineering, Sales, Marketing and Operations to identify product enhancement, cost reduction or obsolescence initiatives and timing.
- Work with market division Sales Directors, Engineering and Quality to coordinate product warranty and recall issues ensuring all appropriate departments are aware of the issue and solution and coordinate with Marketing and Sales to ensure this information is accurately and quickly communicated to all stakeholders (customers).
- Work with market division Sales Directors regarding communication of all product obsolescence decisions to the dealers and customer networks. Develop and propose transition alternatives to help with new product adoption.

#### GENERAL

- Ensure communication of product-related news to all team members and coordinate with market division Sales Directors to communicate news to dealer and customer network.
- Liaise between Engineering, Sales and Product Strategy in coordinating market introduction of new products
- Assist Marketing department in review of product catalogs and technical information.
- Attend and engage in all New Product Development meetings, Product Strategy meetings and engineering design reviews (that pertain to assigned or relevant products).
- Support Sales from a training and product demonstration perspective as part of new product launch (as required).
- Perform any additional duties requested by the Director of Product Strategy.

## **Knowledge and Training Requirements**

The Product Manager must:

- Have a Bachelor's degree minimum (engineering preferred) with 5+ years of direct or transferrable expertise in the area of technical sales, product strategy, product management or systems engineering.
- Be a positive and proactive leader.
- Be a creative and strategic thinker with excellent problem solving skills.
- Be committed to "Safety First."
- Be customer service oriented, exhibiting flexibility and agility as to meet customer needs.
- Have a collaborative nature and strong team leadership skills.
- Be able to analyze data and information and identify relevant themes, issues and actions.
- Be effective building relationships at multiple levels - with other employees, customers and industry experts.
- Have a strong working knowledge of ERP software and Microsoft Office software. Experience with Salesforce or other Sales and Marketing database management tools is a plus.
- Have excellent written and verbal communication skills.

## **Other Information**

- Travel will be required – one trip per month on average, primarily domestic with occasional international.
- Extended working hours may be needed at peak times or when short staffed.