



JOB TITLE: PMi Product Manager

DEPARTMENT: Marketing
REPORTS TO: Marketing Manager

EXEMPT: No
STATUS: Full-time

JOB SUMMARY:

The Product Manager is responsible for the product management, planning and execution throughout the product lifecycle including, gathering and prioritizing product and customer needs and requirements, defining the product vision, developing and managing product branding, holding current competitive knowledge of products and strategies, and working closely with all stakeholders, both internal (i.e. R&D, sales, marketing) and external (i.e. customers, industry leaders, subject matter experts) to ensure sales revenues, profitability and customer satisfaction metrics are achieved. The Product Manager's responsibilities also include ensuring that the product supports the company's overall strategy and goals. The position reports to the Marketing Manager and will make regular visits to the marketplace to investigate applications, distributors, and competitors and to maintain familiarity with the business climate. The Product Manager must have a strong understanding and experience working with forced induction and electronic fuel injection systems.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Defines the market potential of new products.
- Identifies market potential for existing products.
- Identifies new product line opportunities inside and outside of PMI's core markets.
- Is an expert on the competition.
- Is an expert in project management.
- Reseraches and recommends potential selling channels.
- Researches synergies to leverage and benefit brands.
- Defines the product strategy and roadmap.
- Works closely with Marketing team to develop product launch materials and monitors product launches to ensure market success.
- Works closely with the Marketing team to develop the core positioning and messaging for the product.
- Recommends pricing to meet revenue and profitability goals.
- Delivers new product line revenue forecasts.
- Briefs and trains sales teams within PMi on new product lines.
- Attends trade shows and industry/racing events as necessary.
- Establishes and maintains excellent relationships with suppliers and customers by personal contact and visits through travel.
- Other duties may be assigned.

KEY AREAS OF RESPONSIBILITIES

- Managing the entire product line life cycle from strategic planning to tactical activities.
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to suppliers, customers and non-customers.



- Driving a solution set across development teams (primarily Product Development) through customer needs, product requirements, market trends, and product positioning.
- Developing and supporting a global go-to-market plan for new products, working with all departments necessary to execute successfully.
- Analyzing potential partner relationships for the product line.
- Maintain market and competitive intelligence and guide product strategy.
- This position will require 25% to 33% domestic and international travel.

MINIMUM QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION & EXPERIENCE: Bachelor's degree in business or marketing from four-year college or university preferred; and three to five years related experience and/or training; or equivalent combination of education and experience. Strong knowledge and experience with the components and construction of electronic fuel injection and forced induction systems.

MATHEMATICAL ABILITIES: Ability to perform very basic math skills including adding, subtracting, multiplying, and dividing two digit numbers; to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages.. Must be able to analyze and solve problems in a logical manner with a high degree of problem summarization for reporting purposes.

COMMUNICATION SKILLS: Excellent written and oral communication skills. Ability to read, analyze, and interpret general business periodicals, professional journals, and technical procedures. Ability to write reports, business correspondence, and procedure manuals. Excellent networking skills to develop organizational support for product line success. Ability to effectively present information and respond to questions from groups of managers, prospective customers, employees, and the general public.

LANGUAGE SKILLS: Ability to read and interpret documents such as industry reports. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers/clients and/or vendors.

REASONING ABILITY: Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

OTHER SKILLS and ABILITIES: Strong PC skills and proficient in MS Excel. Excellent interpersonal skills with proven ability to influence others without formal authority. Excellent time management skills. Excellent teamwork skills. Ability to handle multiple projects and priorities at one time. Strong leadership skills. Ability to travel domestically and internationally up to 33% of the time. Very knowledgeable of the piston industry and previous customer service, sales, or marketing experience in the performance racing industry.



PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to sit and talk or hear.
- The employee frequently is required to use hands to handle objects such as the telephone, computer keyboard, files, and writing instruments.
- The employee is occasionally required to stand, walk, and taste or smell.
- The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 40 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is occasionally exposed to fumes or airborne particles and vibration while driving a car and/or other travel such as commercial airline.
- The noise level in the work environment is usually quiet.

TO APPLY:

Please send resumes to jobs@jepistons.com

OR apply in person at our address below:

ATTN: HR Recruitment
15312 Connector Lane Huntington Beach, CA. 92649