

POSITION: Product Manager

LOCATION: Houghton, MI or Fort Myers, FL

CLASSIFICATION: Exempt

REPORTS TO: President

POSITION DESCRIPTION

The Product Manager will develop and execute the product management strategy by analyzing customer needs, market trends, competitive intelligence and value proposition. The Product Manager will develop a rolling five-year product roadmap and strategy including new production introductions, product lifecycle and profitability. The position requires an individual that possesses cross-functional leadership, creative problem solving and ability to translate market insights into actionable new products. This key contributor will work closely with a cross-functional team that includes Sales and Marketing, Product Development, Business Development, Operations, and Customer Support, amongst others.

PRINCIPAL ACCOUNTABILITIES

- Responsible for gathering and organizing market data, including competitor information, to understand unmet needs, pain-points, regulatory requirements, etc. to identify offering opportunities for more efficient, high-quality solutions for our customers. This may include direct engagement with owners, operators and industry experts, and/or third-party research firms
- Evaluate and analyze key customer needs, market trends and competitive intelligence
- Gather and organize potential feature additions, product improvements and new product development actions and projects from market, competition and customer research and analysis
- Develop and deliver product and business strategy presentations
- Develop a rolling five-year product roadmap detailing product development projects and timelines aligning with the corporate strategy, market trends and customer assessments to fully leverage customer value creation opportunities
- Execute and manage product line strategy, as well as the justification and prioritization of new product development initiatives for assigned products
- Create detailed business cases including full value analysis to understand the scope of potential products for review and approval with the Executive Leadership Team.
- Lead cross functional development team to create detailed new product development plans with timelines and defined owners. Execute and track progress of key program deliverables to ensure success.
- Collaborate with Engineering, Marketing, Operations, Finance and other departments to ensure that project objectives meet customer and market needs while achieving financial goals and sales targets
- Coordinate with Marketing and Sales to develop the go-to market strategy for new products
- Coordinate with Customer Support to ensure product launch readiness including service/wear parts availability, technical documentation availability, and field follow
- Collaborate extensively with Engineering following the product development process gaining insight into new product performance and customer feedback
- Ability to work safely in office, production facility and job site environment

ATTRIBUTES

- Technical expertise with ability to interpret and prioritize customer needs into functional products
- Strong business acumen with the ability to build a financial business case and understanding of financial principles including Return On Investment (ROI), Internal Rate of Return and value proposition



- Strong communication skills to interact with various stakeholders and cross-functional teams. Requires ability to influence without having formal authority
- Results oriented with ability to translate complex customer needs into profitable solutions
- Excellent interpersonal skills to effectively communicate technical information to diverse groups of people; excellent presentation skills required
- Accepts challenges, has high standards, pushes through obstacles and does not accept good enough

EDUCATION/EXPERIENCE

- 5+ years of experience in product management or new product development required
- 3+ years of experience with global markets preferred
- Bachelor’s degree in engineering or related experience required
- Construction industry experience required; concrete industry experience strongly preferred
- Strong computer and analytical skills required

WORKING CONDITIONS

- Ability to travel domestically and internationally, as required
- Ability to work extended hours as business needs dictate

JOB DESCRIPTION ACKNOWLEDGEMENT: I have received, reviewed and discussed any questions I may have had about this job description prior to signing this form.

PRINTED NAME: _____

SIGNATURE: _____

DATE: _____