

POSITION: New Product Marketing Engineer
LOCATION: Remote US
CLASSIFICATION: Exempt
REPORTS TO: Vice President of Engineering

Position Description

The New Product Marketing Engineer will play an integral role in new product development. This individual will build a positive and mutual relationship between the customer and Somero. The New Product Marketing Engineer will be an individual who can interpret the needs of the customer by helping create concept designs that will be value-add for our customer. The New Product Marketing Engineer will also be involved in the early testing of the prototypes with the customers. This requires strong communication and analytical skills will help this individual develop and organize thoughts, design concepts and product improvements.

Principal Accountabilities

- Provide detailed analysis of what work systems currently cost our customers and develop ideas that will show our product development team how we can reduce our customers cost and improve their quality
- Improve the process of customer input in the design of new products by working closely with our customers on their job sites
- Provide leadership to control the job site while prototyping our equipment
- Be an integral part of product development team
- Provide leadership and/or supports the design, development and implementation of products lines.
- Prepare presentations to explain the Company's current and future strategies for New Product Development
- Work closely with the organization's Managers, informing them of market conditions, pricing issues and competition issues
- Lead cross-functional teams to develop detailed business plans including acquisition analyses, technology development assessment, roll out communication strategy and training
- Provides input and support to the Company's leadership in the development of joint ventures, affiliations and partnership arrangements
- Work closely with outside design consultants if new development potential requires
- Establish Research and Development of component technology
- Improve product development process and reduce the time to market
- Implement a plan to involve vendors in new product development process
- Participate in professional societies and activities related to the construction and marketing industry
- Follow all ISO Company policies and procedures
- Work safely in a manufacturing environment and follow all company safety policies and procedures

Attributes

- Superior ability to analyze big picture work systems and produce a detailed framework for how jobs get done
- Superior ability to gather, analyze and produce data in a cohesive and understanding format
- Superior ability to solve practical problems and deal with a variety of variables in situations where only limited standardization exists
- Strong mechanical aptitude will help this individual communicate with the design team
- Strong ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form
- Strong ability to interpret and visualize abstract ideas and develop structured plans for implementation of marketing plans
- Strong leadership ability that produces action without direct authority



- Strong ability to understand and operate new products during the early development process
- Flexibility to maintain a positive attitude in high-pressure situations
- Strong communication skills including the ability to read and interpret documents such as safety rules, operating and maintenance instructions and procedure manuals
- Ability to write routine and complex reports analyzing and complementing the companies' Customer Service needs
- Ability to speak effectively before groups of customers or employees of the company
- Ability to understand Civil and Mechanical engineering processes and to read and interpret blueprints
- Must possess good mathematical skills and the ability to communicate orally and in writing
- Excellent computer and software skills are necessary to accomplish tasks successfully

Education/Experience

- Bachelors of Science in Engineering Degree Required
- 5-10 Years experience in New Product Development Required
- Must be comfortable and capable with implementing a customer-focused process

Working Conditions

- Worldwide travel required (up to 80-90%)
- Ability to work extended hours as business needs dictate
- Ability to work on large jobsites in all types of weather
- Ability to obtain forklift and overhead crane certification
- Ability to regularly lift up to 50 pounds
- Frequently remain in a stationary position such as standing
- Frequently kneel and bend
- Foot Protection (i.e., Steel or Composite Toe Boots) required
- Employee must possess manual dexterity required for using hand tools and operating machinery

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: _____