

# *Continental Electronics*

## **PRODUCT MANAGER**

The Product Manager (PM) manages the entire product lifecycle and product roadmap; he/she is the go-to person for the product. The PM is heavily involved in and claims ownership of the decision-making processes throughout the product life cycle due to having wider knowledge and deeper understanding of the customer needs, the product, and the stakeholders' demands.

Playing a strong role in the project management aspects of product development, the Product Manager constantly communicates and collaborates with teams across the organization as well as with external customers.

The PM creates marketing materials to highlight features and benefits of the product; creates product specification literature and supports proposal preparation for the product line.

### **DUTIES AND RESPONSIBILITIES:**

- Oversees product throughout the product lifecycle.
- Works with internal stakeholders: engineering, sales, marketing, manufacturing, and leadership
- Works with external stakeholders: customers, end-users, and partners
- Defines the product vision, product roadmap, and product positioning
- Balances the needs of the customers and limitations defined by stakeholders
- Tracks product performance
- Creates, maintains, and adjusts the product-line-level strategy and production schedules
- Advocates for the product
- Proposes and defines necessary improvements
- Gathers data to come up with ideas for new products and features including curating ideas and deciding which ones are worth working on
- Analyzes market and competition data to create products to match/surpass current industry standards
- Communicates product vision to the sales and product marketing teams to obtain product market share
- Creates product requirements for the support and engineering teams to address new product markets
- Manages the health and performance of the team by monitoring its members
- Coordinates with respective teams regarding product launch
- Prepares product specification documents to customers for incorporation into requirements documents
- Performs other related duties as assigned by management
- Supports production of proposals and responses to RFPs and RFIs issued by customers
- Reports to the VP of Sales and Marketing

### **REQUIRED QUALIFICATIONS:**

- Strong experience in a dynamic product management role

- Proven success in overseeing all elements of the product development lifecycle
- High effectiveness in managing cross-functional teams
- Experience in delivering finely tuned product marketing strategies
- Exceptional writing and editing skills, combined with strong presentation and public speaking skills

#### **PREFERRED QUALIFICATIONS**

- Bachelor's degree (or equivalent) in product design or engineering
- Master's in Business Administration (MBA)
- Previous experience as a product line manager in an electronics or power transmission company
- Proven success as a product developer in a nonmanagerial role

#### **SUPERVISORY RESPONSIBILITIES:**

This job has no supervisory responsibilities.

#### **COMPETENCIES:**

- **Innovation** - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.
- **Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Technical Skills** - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.