

# Product Manager Job Description

As Product Manager, you will guide a team of R&D, Manufacturing, Marketing, and Sales that are responsible for a chemical product line contributing to the North American (USA, Canada, & Mexico) business unit. This extends from increasing the profitability of existing products to developing new products for the company. You will build products from existing ideas, and help to develop new ideas based on your industry experience and your contact with customers and prospects. You must possess a unique blend of business and technical savvy; a big-picture vision, and the drive to make that vision a reality. You must enjoy spending time in the market to understand their problems, and find innovative solutions for the broader market.

You must be able to communicate with all areas of the company. You will work with R&D peers to define product release requirements. You will work with marketing, communications, and sales personnel to define the go-to-market strategy, helping them understand the product positioning, key benefits, and target customer. You will also serve as the internal and external evangelist for your product offering working closely with the sales channel and key customers.

A product manager's key role is strategic, but also has multiple tactical responsibilities. The broader organization will support your strategic efforts and you will also be supporting their tactical tasks.

## KEY RESPONSIBILITIES

- Managing the entire no-bake 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 customers and non-customers.
- Driving a solution set across development teams (primarily R&D, Manufacturing, Marketing & Communications) through market requirements, product contract, and positioning.
- Developing and implementing a company-wide go-to-market plan, working with all departments to execute.
- Analyzing potential partner relationships for the product.
- Month to month profit & loss analysis
- Product line pricing

## REQUIREMENTS

- 1 year of marketing/product management experience or a suitable engineering (chemical, industrial, or mechanical) or college (chemistry, materials science, etc.) degree.
- Knowledgeable in metal-casting process technology (specifically no-bake molding).
- Work experience and / or MBA a strong plus.
- This position requires travel to customer and non-customer sites in North America (+50%) with occasional travel abroad.