



Open Position Information

Director, Product Management

Do you want to join a growing company? Are you looking for a FUN and INNOVATIVE company? Do you thrive in a employee centered culture? If so, keep reading!

The Director of Product Management will lead a team of product managers that define product requirements and create product roadmaps. The Director of Product Management will be responsible for increasing the profitability of existing products and for developing new innovative products for the company. The Director of Product Management will work with others to build products from existing ideas, and helps to develop new ideas based on experience and contact with customers and prospects. This role must possess a blend of business and technical savvy; a big-picture vision, and the drive to make that vision a reality.

The Director of Product Management proactively brings new ideas for products to the Sales and Marketing departments based on deep knowledge of the business. This role prioritizes requests with Sales and translates them into an actionable plan for the engineering team.

The Director of Product Management will have a deep understanding of the go-to market opportunities and business requirements; translate these needs and through processes; to ensure the most cost effective, dependable solution is provided. The Director of Product Management will spend time in the market to understand problems, and find innovative solutions for the broader market.

The Director of Product management is responsible for the long-term viability of the product offerings at Park Industries. The Director will be responsible for the development of Product Roadmaps; based upon customer intelligence, market research and internal research to support proposed product direction and investment. This position will develop methods and processes that will be used to gather market information, customer preferences, and trends impacting Park's markets and adjacent markets. This position will also work closely with the engineering department to bring new products to fruition through the use of a Customer Requirements Document.

The Director of product management will also work closely with sales and marketing to develop sales strategies and communications aimed at positioning Park's products effectively within the marketplace, including addressing competitive product offerings.

CORE RESPONSIBILITIES:

- Manages our products through the entire product line life cycle from strategic planning to tactical activities
- Develops and implements a company-wide go-to-market plan for our product categories, working with all departments to execute. Acts as a central figure in bringing new products to market, utilizing the company's stage gate New Product Development Process

- Recommends the nature and scope of present and future product lines by reviewing product specifications and requirements; appraising new product ideas and/or product or packaging changes
- Brings new products to market by analyzing proposed product requirements and product development programs; prepares return-on-investment analyses; establishes time schedules with R&D and manufacturing
- Provides information for management by preparing short-term and long-term product sales forecasts and special reports and analyses; answering questions and requests
- Optimizes and builds the product line offering by redesigning processes from manufacture to the application field, works collaboratively with internal and external partners, bridges R&D, Marketing, Business Development and Sales
- Improves product market share by working with Sales to develop product sales strategies. Supports sales and participates in key industry events and customer meetings through presentations as appropriate to promote the product, services and overall brand
- Identifies market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers with Sales Consultants.
- Assesses competitive position of products within the marketplace and recommends enhancements, marketing strategies, etc. Conducts other market and product research endeavors, as deemed necessary for the successful profitable growth of market share.
- Determines product pricing by utilizing market research data; reviews production and sales costs; anticipates volume; costing special and customized orders.

QUALIFICATIONS:

- Bachelor's degree in Business, Marketing, or a comparable discipline. Masters preferred.
- Minimum of 8+ years of experience in Product Management, Application Engineering or Technical Sales role is required.
- 5+ years or more of leadership experience

BENEFITS:

- Park Industries pays competitive wages and provides a generous employee benefit package. Benefits include medical, dental and vision, life insurance, paid vacation and holidays, short-term & long-term disability, and 401k.

[Apply for this Position \(Click here\)](#)