

## JOB DESCRIPTION

**Job Title:** Product Manager

**Department:** Lifecycle

**Reports To:** Engineered Solutions or Lifecycle Services Leader

**Status:** Exempt

**Date Issued:** May 2022

### SUMMARY:

Responsible for connecting business strategy, design knowledge, and customer needs in developing a product that is relevant, practical, and valuable. Product Managers are focused on optimizing product to achieve the business goals and user necessities while maximizing return on investment. The product manager manages all the white space around the product including analyzing customer needs and market trends, understanding current competitor offerings, identifying market opportunities, and developing strategies that drive new product ideas that align with internal marketing plans.

### ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Lead and drive internal collaboration between Sales, Marketing, and Engineering to define the product vision, strategy, and roadmap.
2. Develop, present, and execute an annual multi-generation product plan for assigned products.
3. Ensure product lines are meeting annual sales and inventory goals.
4. Provide day-to-day support to Sales, Engineering, and Operations teams including but not limited to:
  - a. Ensuring that all opportunities are assessed for fit against the offering strategy.
  - b. Establishing and managing budgets / budgeted cost estimates for assigned products
  - c. Providing pricing guidance based on market intel, past projects and known competitor information.
  - d. Provide technical, costing, and positioning guidance to the Sales and AE teams on projects as needed.
5. Use market research, input from the Sales team, Marketing, channel partners, and other resources to gather, manage, and prioritize customer requirements.
6. Compare Newterra's product offerings to competitor offerings, assess competition in the market and derive and maintain Newterra's competitive advantage.
7. Develop competitive product comparisons for training Newterra and channel partner sales teams.
8. Work closely with Sales and Marketing team to identify target customer profiles and develop value propositions and competitive positioning statements.
9. Develop content for sales training tools and marketing collateral materials. Ensure stakeholders are prepared and capable of representing product lines in the market.
10. Lead product development projects, utilizing Newterra's product development stage gate process.
11. Serve as an advocate for the customer by developing and communicating product specifications, functionality, capabilities, performance, deliverables, and lifecycle solutions.
12. Collaborate with engineering to help oversee the design and testing of product(s).

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13. Work closely with the Sales and Marketing department to manage ongoing pricing strategies that maximize Newterra's bottom-line and performance.
14. Work with Operations, Supply Chain, and Finance to optimize product costs, adjust inventory levels, and manage product schedules to maintain and ensure product availability.
15. Collaborate with Marketing in promoting the product in target markets.
16. Provide executive leadership with analyses and reports on product performance and market dynamics as needed.
17. Contribute to project review and approval meetings and participate in Product Quality analysis, action plans, and reporting as needed.
18. Support industry trade shows, customer experience events, and other key divisional events, activities, and initiatives.
19. Complete other special assignments, duties, and tasks as assigned.

#### **OTHER DUTIES AND RESPONSIBILITIES:**

- Ensure product designs meet new specifications and applications.
- Assists with the construction of prototypes.
- Assists the engineering department in resolving product issues or production difficulties.
- Responsible for performing duties in a safe manner and promoting safety to others in accordance with Newterra's safety policies and procedures. This includes reporting all safety concerns, near-misses, and incidents to their Manager.
- Adhere to the company processes as detailed in Newterra's online systems and programs and bring forward ideas for continuous improvement.
- Responsible for completing all assigned training applicable to your position in the applicable timeframe.
- Complete all responsibilities while ensuring adherence to Newterra's Delegation of Authority.

#### **MINIMUM QUALIFICATIONS:**

- Master's in Business Administration (MBA) with 3+ years relevant experience preferred.
- 6+ years of work relevant experience in marketing, sales, and engineering to include product management and new product development in related industry required.
- 3 years' experience managing profit and loss statements.
- Experience in marketing through a business-to-business channel partner system is highly preferred.
- Demonstrated expertise in Newterra's product or market, including specific technical or industry knowledge.
- Proven ability to understand Newterra's target markets, clearly articulate customer needs and product concepts and solutions that will drive product line growth.
- Proficient in Microsoft Office including Word, Excel, PowerPoint, and Outlook.

#### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Ability to build and maintain cross functional working relationships with operations, engineering, sales marketing and customer care.
- Ability to identify and measure the performance, profitability, and actions needed to improve products and achieve organizational goals and objectives.
- Superior project management and interpersonal skills.
- Ability to maintain a keen attention to detail, multitask and work well under pressure.
- Natural tendency to be curious, positive, and creative.
- Sincere empathy for the customer and a commitment to delving deep into the challenges they present or

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experience.

- Excellent written and oral communication skills to communicate with team members, other departments, upper management, and consumers of the company's products.
- Competitive spirit to drive product introduction(s) into the market.
- Ability to work individually and as part of a collaborative team.
- High level of integrity and work ethic.

#### **PHYSICAL DEMANDS:**

Regularly required to sit for prolonged periods; frequently required to stand, walk, and use business equipment daily such as a computer, copier, telephone, etc.; occasionally required to reach overhead, bend, and lift objects of up to 15 lbs. Complex communication, thinking, and analysis required.

#### **WORK ENVIRONMENT**

Generally, works in an office environment. The noise level in the work environment is usually moderate. However, may be required to visit production sites and be exposed to outdoor or manufacturing elements.

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