



Associate Global Product Line Manager

EMPLOYMENT AGREEMENT: Exempt

ADVISOR: VP of Global Sales and Customer Service

PRIMARY CHARACTERISTICS:

- **Principles:** Supports and models the company's principles that are identified in the Declaration of Belief and Direction Statement, in all areas of conduct and business.
- **Product Leadership:** Ownership of the product line(s), assuming responsibility for its success and performance. Develop and drive a vision, strategy, objectives and plans for Reell's product line(s) that will result in sustainable and profitable growth. Promote our products in their markets, winning key new design opportunities and developing/executing the product strategies required to grow the business. Drive the new business opportunity funnel, helping sales and the business align on strategy and actions to assigned product line.
- **Growth and Development:** Develop and implement a vision, strategy, objectives and plans for Reell's Transportation Business that will result in sustainable and profitable growth.
- **Communication:** Provide clear, concise, and regular communication on program status, customer visits, challenges, risks, actions, and business results to appropriate leaders, individuals, and teams.
- **Teamwork:** Create a positive, energizing, and rewarding environment for a cross-functional team. Work with management, the broader Sales and Customer Service team, functional leaders, and coworkers to achieve broader global goals. Contribute ideas, vision, energy, and passion.
- **Customer Focus:** Build and drive product roadmap that will enable the global sales team to achieve objectives and goals.
- **Professionalism:** Displays professionalism to all Reell constituents by the actions, attitudes and work style displayed. Displays appropriate professional dress.

KEY RESPONSIBILITIES:

- **Market, Customer and Business Planning:** Assist the Global Product Line Manager in understanding and researching global market dynamics, including competition, trends, new technologies, and pricing in order to successfully grow revenue with the product line. Develops business cases for new products and technologies and presents them to senior leadership. Authors new product technical requirements needed for additional growth and business plans/CRDs.
- **Product Portfolio Roadmap:** Deeply understands current and future customer needs by working directly with customers, the broader sales team and engineering. Regularly conduct Voice of Customer (VOC) to author voice of the customer documents and create, adjust, add to the product portfolio roadmaps which documents new product development plans that enhance and expand our global catalog offering that will facilitate growth.
- **Product Promotion:** Ensure product lines are promoted to the highest extent possible in the right promotion channels. Regularly visits customers, travels for training, tradeshow, indirect rep engagements and training, and customer negotiations.
- **Sales Enablement:** Enable sales team to win business: Proactively present, train, and promote our product portfolio to enable the sales team and our indirect reps to understand the value, positioning,

applications, and capabilities of our products and of our design and engineering services. Set goals for the sales teams, hold the sales team accountable for results and enable the sales team to achieve the highest outcomes.

- Product Pricing & Forecast: At the Global Product Line Manager's request and under his or her direction perform pricing and competitive analysis by customer channel and recommend strategies to improve global market position, improve quality or reduce costs. Produces, maintains and updates forecast on a regular basis. Works across functional boundaries to help ensure that product is produced, and profit targets are met. Works closely with sales and marketing to increase profitable revenue.
- Sales & Marketing: Develops and maintains product database with product specifications, and customer literature (electronic and print-on-demand) for both direct sales and indirect sales. Using Voice of Customer (VOC) process, identifies global market needs for the product(s) and for ensuring that product designs are matched to demand. Ability to regularly make direct sales calls (identification of targets, VOC, identifying customer requirements, qualification process, quoting, and follow-up).
- Other duties as assigned.

SKILLS REQUIREMENTS:

- Analytical Thinking and Problem Solving
- Customer Focus
- Financial Acumen
- Effective Communication & Comprehension – able to move projects through cross-functional teams
- Demonstrated ability for technical sales and product portfolio creation
- Must be proficient in PowerPoint, Excel, Word, and Project
- An attention to detail and appreciation of deadlines
- Ability to handle multiple tasks and to prioritize their importance
- Excellent formal presentation skills before both small and large groups
- A demonstrable capacity to keep abreast of innovative technology trends, competitive threats, and relevant global industry trends

EDUCATION AND WORK EXPERIENCE REQUIREMENTS:

- Bachelor degree in Business or equivalent
- Minimum of 2 years of experience with technical sales
- Must be proficient in PowerPoint
- Must be able to use Excel to effectively analyze data (financial, market, etc)
- Experience with technical sales & product portfolio development

PREFERRED REQUIREMENTS:

- CRM (Customer Relationship Management) software experience
- Industry and Technical Knowledge
- Broad Market and Customer Knowledge

PHYSICAL REQUIREMENTS:

- May be required to lift up to forty pounds or sit or stand for long periods of time.
- Travel: Up to 25% domestic and international travel.