



Global Product Line Manager – Automotive

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:** Develop and implement a vision, strategy, objectives and plans for Reell's Automotive 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:** Provide 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.

KEY RESPONSIBILITIES:

- **Market, Customer and Business Planning:** Uses authority and decision rights to author global pricing for assigned product lines. Researches global markets and customer needs to author voice of the customer documents. Authors new product technical requirements and business plans.
- **Product Portfolio Roadmap:** Works with broader sales team and engineering to understand customer needs. Author product portfolio roadmaps which documents new product development plans which enhance and expand our global catalog offering.
- **Product Pricing & Forecast:** Regularly performs 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 within 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. 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, identifying customer requirements, qualification process, quoting, and follow-up).
- Other duties as assigned.

SKILLS REQUIREMENTS:

- Analytical Thinking and Problem Solving
- Customer Focus
- Financial Acumen
- Industry and Technical Knowledge
- Team Leadership, Development and Coaching
- Broad Market and Customer Knowledge
- Demonstrated ability for technical sales
- Strong Communication Skills to be able to move projects through cross-functional teams
- Must be proficient in PowerPoint, Excel, Word and Project
- An attention to detail and appreciation of deadlines is essential
- Ability to handle multiple tasks and to prioritize their importance is required
- Excellent formal presentation skills before both small and large groups
- A demonstrable capacity to keep abreast of new technology trends, competitive threats, and relevant global industry trends

MINIMUM REQUIREMENTS:

- Four-year Degree in Business or equivalent
- 6 years of experience with technical sales experience, or MBA with two years' experience
- Strong technical aptitude
- Must be proficient in PowerPoint and Excel
- Ability to travel both within the US and Internationally

PREFERRED REQUIREMENTS:

- MBA in Business or equivalent
- MS degree
- Microsoft Project proficiency

PHYSICAL REQUIREMENTS:

- May be required to lift up to 40 pounds or sit or stand for longer periods of time
- Travel: Up to 30% domestic and international travel