

Title: Product Manager Job Description
Section Reference: 6.2 Human Resources
Document Type: 7. Reference

Page: 1 of 2
Owner: Human Resources
Version: 1.0

JOB DESCRIPTION

Position:	Product Manager
Department:	Marketing & Sales

Job Description Summary:

US Digital is looking for a Product Manager that enjoys getting into the technical details of a product with customers, Sales and Engineering. The Product Manager will develop a deep understanding of customer needs, competitive products and technology trends to deliver new products that drive profitable revenue growth.

The person responsible for: (1) defining, in detail, what useful, useable and profitable new product(s) the marketplace needs and wants; (2) providing the product requirements to the manager of the engineering team for development of an engineering plan for the proposed product(s); and (3) working with the engineering management team to jointly develop a product development plan for the product(s) to be considered for adoption by Company executive management. This includes creating 1) business requirements for the product, 2) technical product requirements, 3) a user experience definition, as well as validating that the product will be valuable to actual customers; and 4) developing a short term and long term profitability analysis for the product(s) in conjunction with management of the financial department.

Primary Responsibilities:

The following is a summary of the Duties and Responsibilities as well as the essential functions for this job. Other Duties may be performed, both major and minor, which are not mentioned below. Specific activities may change from time to time.

As a Product Manager, you will be responsible for the following:

- Understand the markets, technologies, competitors and customers to develop and deliver product releases with Engineering that increase customer satisfaction and drive growth and profitability.
- Work with Marketing, Engineering and Manufacturing management to ensure the company ships solid new products, at a timely pace.
- Know every competitive product inside out.
- Collaborate with the Marketing, Engineering and Manufacturing department management to develop and publish the product roadmap.
- Work directly with customers (via Sales) on new product definition (features and benefits).
- Develop and communicate business plans internally for new product proposals.
- Provide pricing recommendations for new and existing products.
- Work collaboratively with Marketing and Engineering team management to adjust priorities and clarify features.
- Work with Marketing, Operations, Engineering, Sales and Support to improve customer satisfaction.
- Once the Company executive management has approved a product development and marketing plan, write preliminary specifications in conjunction with the engineering management team, as well as user stories, and generally communicate intended functionality internally.
- Research and user test prototypes to maximize user satisfaction and performance.
- Regular interaction with Sales and customers, often at a technical level.
- Other duties as assigned.

Essential Functions of the Position:

- Support the definition, development and delivery of new product(s).
- Research and identify potential new products, product enhancements and product redesigns to align product development with the goals of the organization.
- Responsible for business requirements analysis and definition, in coordination with key customers, as well as internal and external stakeholders.
- Create and maintain competitive and strategic analysis matrix for products, as assigned.

- Coordinate, facilitate and conduct regular project reviews, ensuring that new products will ultimately meet business requirements.
- Conduct user-based market research, as necessary.

Qualifications:

Required Skills and Experience:

- Bachelor's degree in Mechanical or Electrical Engineering or related technical field, or relevant experience in technical role.
- Five years product management experience.
- Previous experience shipping and iterating on successful products.
- Ability to translate technical details to customer-facing communication, write use cases and product requirements.
- Experience in strategic, financial and pricing analysis.
- Experience in market research.
- Fluency with project management tools such as MS Project.
- Experience in owning and managing projects, displaying strong leadership and facilitation skills.
- Strong written and verbal communication skills, including presentation skills.
- Problem solver with a solution/implementation focus.
- Demonstrated independent, proactive behaviors, including ability to handle challenging situations with minimum guidance.
- High degree of flexibility, adaptability and conflict management skills.
- Able to effectively communicate product vision through the organization.
- Must be a U.S. Citizen or Permanent Green Card Holder.
- Be able to perform basic physical tasks such as lifting 25lbs, reading, nimbleness of hands for typing and writing.

Desired Skills and Experience

- Advanced degree, preferably an MBA.
- Experience with motion control or motor-related products, and/or expertise in medical, robotic, textile, energy, or industrial automation applications.

Salary Range – DOE

Internal US Digital applicants must:

- Be in current position for 1+ year
- Meeting or exceeding current department expectations
- Have manager approval and support before applying
- Meet required job description qualifications

US Digital is looking for individuals who are highly skilled, diligent, practical, productive, reliable, inventive, self-motivated, patient, conscientious, continually learning, problem solvers, organized, cooperative, flexible and positive.

BENEFITS

Health, Dental, 401k with Matching, Vacation, and a Great Place to Work!

TO APPLY:

Submit **application** and **resume**. Process can be found at www.usdigital.com/careers

EEO/AA employer M/F/Disabled/Veteran, E-Verify Participant