

Job Title: Senior Product Manager	Location: Fully Remote
Department: Controls and Automation Engineering	Contract: Permanent
Reports To: Senior Director of Product Management, - Global Controls & Automation, Partner Company Generac	Direct Reports: TBC

1.0 Job Summary & Role

This position will be reporting directly into our partner Company Generac, and the Senior Director of Product Management - Global Controls & Automation.

The Senior Product Manager develops and drives product strategy cross functionally with P&L responsibility in the assigned product category – Controls & Automation.

This role is responsible for product lifecycle management, and ensures the successful launch of new products, prioritizing strategies based on market analysis, technology advancement and business capabilities.

The Senior Product Manager gathers and maintains category research and synthesizes data into facts and trends that validate company direction on product development, driving innovative three year product roadmap in collaboration with other business leaders. The incumbent understands product quality metrics and communicates issues to the appropriate groups, contributing to problem solving and resolution.

2.0 Key Responsibilities & Main Duties

- Develops product category strategy to drive revenue and profitability for assigned product lines, including specific, measurable goals such as percentage of market share, net sales, product revenue and margin growth.
- Prioritizes creation of strategies against technology advancement, business needs and market demand.
- Gathers and maintains category foundational research. This includes industry- and consumer-focused research (e.g., industry outlet share, market share, and retail sales by price tier, competitive product profiles, consumer “pain points” and usage/attitude research).
- Synthesizes data into facts and trends that validate company direction on product development.
- Serves as knowledge expert in product category relative product capability, technical specifications and features, as well as market drivers and the competitive landscape.



JOB DESCRIPTION & PERSON SPECIFICATION



- Drives innovation-based three year product roadmap to deliver concept ideation such as Unique Selling Propositions, roadmap of new projects, improvements to existing products and product lines, new product launch timing, phasing out old product timing, channel/customer driven NPI (New Product Introduction) projects, and cost reduction projects.
- Build and deliver timely reports and presentation to internal stakeholders and external customers, including relevant metrics and information related to the product line or category.
- Utilize formal and informal communication to drive product strategy across the organization, gaining buy-in from broad stakeholder base in a matrix environment.
- Collaborate across functions and lead indirect teams to move projects through the stage gate development process.
- Drive activities and execute on strategies to support the sales team and process at key launch events or product milestones.
- Work collaboratively with the Engineering team to understand critical intellectual property, regulatory standards, legislation in order to update product category strategy as needed.

3.0 Key Competencies

- Drive For Results
- Customer Focus
- Business Acumen
- Strategic Agility
- Creativity
- Problem Solving
- Functional Technical Skills
- Build and articulate a business case relative to product category management
- Understand, identify and analyze industry trends, market analysis and competition
- Demonstrate technical aptitude
- Demonstrate communication skills relative to product strategy



JOB DESCRIPTION & PERSON SPECIFICATION



4.0 Essential/Desirable Factors

Knowledge	
<p>Essential:</p> <ul style="list-style-type: none"> • Knowledge of Complex Power Generation system architecture to include Switchgear control, Battery Energy Storage systems, Engine driven generators and renewable sources of power that are AC or DC coupled. 	<p>Desirable:</p> <ul style="list-style-type: none"> • Comprehension of market data and leading technical indicators to drive decisions or strategic proposals preparing the organization for technology leadership.
Skills & Attributes	
<p>Essential:</p> <ul style="list-style-type: none"> • Technical depth and communication skills needed to gather use cases, voice of customer and persona's that will translate into requirements the development team will execute against 	<p>Desirable:</p> <ul style="list-style-type: none"> • Switchgear systems • Familiar with both standby and prime power applications
Experience	
<p>Essential:</p> <ul style="list-style-type: none"> • Minimum 7 years of progressive work experience in marketing product management. 	<p>Desirable:</p> <ul style="list-style-type: none"> • Experience gathering product requirements serving the international market for use and compliance
Qualifications	
<p>Essential:</p> <ul style="list-style-type: none"> • Bachelor's Degree in Business, Marketing, Engineering or related field OR equivalent experience; 	<p>Desirable:</p>

Created by	Dated Created
Senior Director of Product Management at Generac	July 2022

