



TAPE PRODUCTS DIVISION



POSITION DESCRIPTION

TITLE: Product Manager

REPORTS TO: Vice President Sales & Marketing

I. SUMMARY OF RESPONSIBILITIES

Development and execution of profitable growth programs for assigned segment(s) including P&L of the relevant company products. Works closely with the National Sales Manager and VP Sales & Marketing to recommend commercial strategy and direction regarding products, placement, positioning and competitive offering. This could include the technology, make or buy direction, and profitability. Ensure highest levels of customer satisfaction on quality and service. Understand, track and react to competitive activities. Maintain some contact with key customers and have deep understanding of their business, applications and markets served. Propose new product ideas and provide the relevant market data. Work with the National Sales Manager to optimize product offering and margin / contribution of relevant products.

II. PRINCIPAL RESPONSIBILITIES

- Develop and execute strategies and action plans pertaining to the marketing (including but not limited to: product management, product positioning, competitive landscape, sales promotion programs, and market programs) of assigned market segments.
- In conjunction with the Sales Manager and VP Sales & Marketing ensure that the Divisional margin and profit plans for the relevant products/segments are met / exceeded.
- Work with the sales manager and sales teams to ensure that the growth targets are achieved.
- Develop the necessary tools / programs required to sell the company's products.
- Develop relationships with key customers and gain understanding of their business, applications and markets. Obtain OEM product approvals. Field work / travel is expected to be 30-40%.
- Recommend and coordinate the addition of new products to the line or modification or elimination of existing products or lines.
- Prepare and recommend sales volume budgets, margins and strategies for the relevant products / segments on an (at least) annual basis.
- Support improvement to the product quality and service requirements.
- Work closely with peers, management team and all other ABI colleagues and lead with integrity, team spirit and passion.



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III. QUALIFICATIONS and EDUCATION REQUIREMENTS.

Preferred candidate will have a minimum of One (1) year of marketing and sales experience. Additional qualifications should include:

- Prior experience in communications, branding, and project management working with cross functional teams.
- Must be able to effectively communicate both verbally and in writing.
- Strong project management experience to manage mid to longer-term projects.
- Plan and manage trade shows with National Sales Manager.
- Prior experience / knowledge of value marketing.
- Work closely with sales manager and sales organization to understand the market and provide required support.
- Excellent planning, organizational, analytical, leadership, interpersonal, oral and written communication skills.
- Excellent people and customer relations skills.
- Able to develop a marketing plan and follow through with plan implementation.
- Effective presentation and meeting skills. Able to sell new concepts or ideas.
- Any and all functions not specifically listed as directed by the Vice President of Sales and Marketing
- A minimum of a Bachelor's degree from an accredited school. A Business/Marketing/Communications or related discipline is a plus.