



JOB DESCRIPTION

Date: April 12, 2010 Revision: 8
Position Title: Product Manager
Department: Marketing
Reports to: Director, Marketing & Product Management

Location(s) Applicable to: All CA CT FL IN NC OR TX
Classification: Salaried (Exempt) Weekly (Non-exempt) Hourly (Non-exempt)
Category: Full Time Part Time Temporary

Overview:

Key product development and product line management position responsible to coordinate market needs with company innovation initiatives to increase sales, profit and market share.

Essential Job Functions & Responsibilities:

Responsible for all functions relating to assigned product lines which include:

- Responsible for assigned product line P&L
- Responsible for developing and implementing the 3 year product line strategy
- Conduct market research to identify and define new product ideas as well as line extensions for assigned line
- Responsible for leading a cross functional team, following "stage gate" process, to bring new products from concept to commercialization
- Provide respective line product forecasting and inventory levels
- Responsible for all packaging, advertising and other collateral materials for assigned line
- SKU rationalization and product cost down efforts
- Coordinate all aspects of product development and ensure compliance with ISO 9001 Product Development procedures, to include: R & D, Technical Services, Operations, Finance, Marketing and Sales Training.

Nonessential Job Functions:

1. Performs other directly related appropriate duties and assumes accountabilities as apparent or as delegated, including mutually agreed upon objectives.

Job Specifications/Skills:

1. 3-5 years product marketing experience in building or industrial products field.
2. Experience in product development, understanding of product development procedure.
3. Knowledge of construction materials and techniques.
4. Ability to lead cross functional teams.
5. Excellent communications & presentation skills.
6. Strong financial acumen.
7. Strong presentation and written skills.
8. Proficient in Microsoft Office Programs (Outlook, Word, Excel, PowerPoint).
9. Physical strength to lift and carry minimum of 25 pounds.
10. Second language preferred.



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Minimum Educational Requirements:

1. Bachelor's degree required, MBA preferred.

Travel:

1. Up to 30%, including international.
2. Must have or be able to obtain a passport.

Reply in confidence to Human Resources, at humanresources@laticrete.com

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