



POSITION DESCRIPTION

Clearfield, Inc.

POSITION TITLE: Product Manager

POSITION OBJECTIVE: Oversees product portfolio development, pricing, forecasting, inventory planning, and delivery to deliver profitable growth.

POSITION RESPONSIBILITIES:

1. Manages product line(s) from planning and execution throughout product lifecycle
 - a. Utilize a structured product development process to drive new product development, defining product vision and working cross-functionally with Engineering, Sales, Marketing and Operations to ensure revenue and customer satisfaction goals are met.
 - b. Develop access product requirements and roadmap to align with key market drivers
 - c. Field, analyze, champion and respond to key tactical customer requirements
 - d. Engage customers and manage customer expectations
 - e. Analyze problems and recommend solutions involving multiple elements of program planning
 - f. Transfer customer, sales, and marketing input into action items and follow through accordingly.
 - g. Maintain knowledge of industry and market developments and be alert to competitive information
 - h. Recommend potential product enhancements
 - i. Voice of customer – Ensures products are developed to specs that market demands
 - j. Integrator – leads collaboration as center point across R&D, Sales, and Operations.
 - k. Supports technical analysis and cross-referencing for RFP's/RFQ's.
 - l. Identify and recommend action plan to manage EOL issues.
2. Ensures marketing requirements and objectives for the program are being addressed across all functional areas
 - a. Gather and prioritize product and customer requirements
 - b. Analyze market data and provide forecast data for product line
 - c. Developed and executed product road map and launch plans
 - d. Work with marketing to create sales enablement material including product value propositions and technical promotional materials
 - e. Develop technical product requirements document, product literature, drawings.
 - f. Develop pricing strategy price using market based pricing methodology
 - g. Maintain correct and accurate content for company website



3. Facilitate product rollout commitments to the Sales organization
 - a. Communicate project schedules and status at all levels of the organization
 - b. Drive issue resolution and track action items
 - c. Identify and mitigate risks including key tradeoff decisions for the program

COMPETENCY ASSESSMENT:

- Incumbent displays collaborative performance as evidenced by positive engagement with stakeholders to achieve successful business results.
- Displays strong product and process knowledge of marketing and service policies as demonstrated through service of customer needs.
- Displays strong problem solving skills through demonstrated analysis of situations or data requiring in depth evaluation of various factors.
- Incumbent implements product life cycle management tactics as demonstrated by the successful performance of assigned Product line(s).
- Competency analysis will be documented on employee's performance reviews.

POSITION QUALIFICATIONS:

- Bachelor's Degree – Engineering, Business or Marketing preferred
- Five years of P & L experience demonstrating success defining and launching products
- Analytical and problem solving skills, and ability to articulate complex concepts to a broad range of internal and external audiences
- Proven ability to effectively communicate with several types and levels of staff and external contacts, both in writing and verbally
- Ability to work simultaneously on several, frequently changing priorities
- Experience with formal Product Lifecycle methodologies in ISO environment
- Strong proficiency in MS Office Suite – Excel, Word and Power Point
- Strong understanding of telecommunication fiber networks, including both at a system and component level
- Knowledge of competitive position and industry market dynamics desirable