

POSITION DESCRIPTION

CLEARFIELD, INC.

POSITION TITLE: Product Marketing Manager, Active Cabinet

POSITION OBJECTIVE: Design and lead implementation of marketing initiatives to assure that projects are completed on schedule, within specifications and standards while communicating the proper tone, style, and look of the Clearfield brand.

POSITION RESPONSIBILITIES:

1. Conduct ongoing, in depth analysis of Clearfield market to identify the company's key strengths and weaknesses and those of the competition.
 - a. Generate information useful for cross-functional teams such as Product Development, Product Management, Sales and Executives.
 - b. Utilize information collected about pending launches from competitors to develop pre-emptive sales training sessions and presentations for sales teams.
 - c. Capture and disseminate market sizing and share, competitive positioning, demand and impacting trends for maximum impact in guiding investment and business focus.
2. Defines and designs customer experience.
 - a. Analyzes how a customer buys the new and existing products and how they interact with it.
 - b. Identify trade off decisions around financial impact, customer experience and time to market.
 - c. Identify to executive leadership opportunities for product innovation, optimization, and customer experience.
3. Enable Clearfield sales team to close more sales and gain market share through development of competitor battle cards ensuring that everyone tells a consistent Clearfield story including:
 - a. How Clearfield differs on key variables such as product features, price, service, finance, availability, global position, relationships, brand, etc.
 - b. Identify for which competitors battle cards
 - c. Compile competitor briefs/profiles/fact packs related to the competitors, including general business strategies, product strategies and product descriptions.
 - d. Interface with technical professionals in the writing, editing, and publication of various types of documents, training material and presentations.
 - e. Ensure that everyone has a consistent Clearfield story and help get new sales employees up to speed quickly.
 - f. Provide quality assurance check for all document deliverables.
4. Conduct win/loss analysis related to competitors in order to understand which customer segments we are winning or losing and why we lose out against the different competitors.
 - a. Analyze possible product or process changes that might increase the likelihood that a Clearfield solution will beat the competition in the future.
 - b. Conduct skill gap assessment and provide direct coaching to help team members become more effective.
 - c. Recommend opportunities for training to appropriate department managers.

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POSITION REQUIREMENTS:

- Bachelor's degree in related field
- Six plus years of experience in marketing, product management, or product technology
- Industrial experience in broadband telecommunications manufacturing.
- Experience working with cross-functional groups and teams to achieve common goals
- Mastery of all M/S applications including Access, Outlook, Word, Excel and PowerPoint
- Strong problem solving, analytical, and quantitative skills with a focus on data mining

November 2018