



Belden is a leader in end-to-end cable, connectivity and networking solutions that enable organizations to effectively deliver essential products and services in the world's most demanding environments. It has approximately 6,600 employees, and provides value for industrial automation, enterprise, education, healthcare, entertainment and broadcast, sound and security, transportation, infrastructure, consumer electronics and other industries. Belden has manufacturing capabilities throughout Asia, North America and Europe and a market presence in nearly every region of the world. Belden was founded in 1902, and today is a leader with some of the strongest brands in the signal transmission industry. For more information, visit www.beldenapac.com.

Product Manager-Wire & Cable_ Shanghai/Beijing

With enough product and application knowledge, by working closely with Sales & AE, initial local market promotion, product and solution position, and support Marketing Director on Pricing program for the Sales& marketing team to achieve target/budget within the territory.

- ✓ Develops & conduct the presentation/tactical plans to vertical markets
- ✓ Identifying product and market opportunities for proposal using defined marketing processes.
- ✓ Conduct marketing tools for target vertical market.
- ✓ Development of pricing program for Wire & Cable.
- ✓ Launching product and program roll-outs, training the sales/AE/customers.
- ✓ Remains current updated for all industry specifying such as UL, NEC, EIA, FCC, IEC etc., and provide the guide on Key vertical.
- ✓ Provides product support, both internal and external for Key vertical.
- ✓ Build up the product mapping for available product & propose the product Roadmap.
- ✓ Conducts product/sales seminar, road-show or other marketing related activities.
- ✓ Monitors competition/market trend and provides analysis of pricing actions; product lines; and market positioning on key vertical.

Requirements:

- ✓ Undergraduate University Degree
- ✓ Two years PM experience or 6 years of Technical/application engineering experience in a Sales/Marketing organization from related industry
- ✓ Must Know/Familiar the control & signal cable industry.

Interested applicants please **email** your detailed resume, current and expected salary and contact numbers to: asiapacific.hr@belden.com

We regret that only short-listed candidates will be notified.