

TITLE

Product Manager-Wire & Cable

ACCOUNTABILITIES

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.

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

REQUIREMENTS

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

职位职务

产品经理-电线电缆

职责描述

有足够的产品和应用知识，与销售，客户主管沟通合作，负责区域市场推广、产品和解决方案实施，协同市场总监完成产品定价战略，以配合销售市场团队达成指标和业绩。

1. 开发并实施产品演示和战略计划。
2. 通过既定市场流程，挖掘产品和市场机遇。
3. 为目标市场引入并实施相应市场工具。
4. 针对电线电缆产品，开发定价策略。发展计划及定价电线电缆。
5. 负责新产品和新项目策略的市场导入，并针对销售人员/应用工程师 /客户进行培训。
6. 持续更新各行业客户服务，如 UL、NEC、EIA、FCC、IEC 等,并为特殊行业客户提供关键性指导。
7. 为特殊行业的关键客户，提供内部和外部的全方位产品支持。
8. 针对现有产品创建产品系列，组合成解决方案，产品发展蓝图提供建设性方案。
9. 指导产品/销售的研讨会，路演，及其他相关领域的市场营销活动。
10. 监控市场竞争和趋势，针对关键性的特殊行业，提供产品定价、产品系列和市场定位的

战略分析。

职位要求

1. 大学本科学历；
2. 2年产品管理经验，或6年相关行业市场销售部门的工程技术应用经验；
3. 熟悉控制及信号线缆行业。