



Product Manager

This critical company role is responsible for the lifecycle management of MobileDemand specified product programs. Lifecycle management responsibilities include: use of market and customer data to develop company product line strategies and product definition requirements; oversight of product introduction activities and collateral development; education and training of company and partner sales resources; preparation and adherence to project budgets and timelines, product positioning and benchmarking relative to primary and secondary competitors; product presentations at industry conferences and customer meetings; in conjunction with Marketing Communications development of product application notes, case studies and blogs; end of life product planning activities.

Job Description:

- Serve as primary product expert for assigned product lines including peripherals, accessories, software, service programs etc. Understanding technology and market trends and adoption dynamics
- Utilize primary and secondary market data including customer input, partner interviews to develop overall product line strategies, market requirement documents (MRD) and product requirement documents (PRD). Documentation to include application use cases, primary and secondary competitive benchmarking, business and financial plans include project R.O.I analyses
- Guide and execute marketing and launch programs including web-site and internet marketing strategies
- Craft creative promotions
- Program/project management responsibilities
- Manage the product design, development, integration and product introduction and release process for assigned products including all target industry and application required hardware peripherals/accessories and company developed or 3rd party software tools or products
- Create and maintain the product development road map on a quarterly basis
- Develop, manage and adhere to product program budget(s) and product schedules according to project goals

- Coordinate beta testing of new products and features. Document and report problems and recommend solutions/improvements to project managers. Participate in product performance benchmarking activities
- Representing the “voice of the customer” coordinate the collection, description, analysis and prioritization of requests for new product functionality and product enhancements from customers, prospects, sales and operations
- Support marketing, sales and support through leading the development and maintenance of various technical marketing collateral including application notes, FAQs, product notes, user guides, field training, presentation, online marketing content and demos
- Develop hands-on, in-depth knowledge of competitive products and maintain technical analysis of competitive strengths and weaknesses
- Managed and execute end of life discontinuance product plans minimizing company financial exposure
- Facilitate the necessary research to solve integration problems and document answers to customer technical questions that cannot be answered by sales staff or other existing staff including 3rd party software and hardware peripheral integration

Position Specifications:

- BA/BS/BB (degree in technical field preferred)
- 5-7 years of product management experience in a similar type company
- Strong technical computing background
- Product management experience with Mobile computing products (such as handhelds, tablets, computers) is a strong plus
- Ability to think strategically and creatively about technology and its business implications
- Strong problem-solving skills along with excellent verbal and written communication skills
- Ability to effectively interface with customers
- Ability to assimilate input data from multiple sources into a product strategy and be skilled at providing a product development team the *voice of the customer* in a collaborative manner.
- Must have experience with cross-functional teams that include engineering, sales and marketing
- Must be able to effectively interact and communicate with executive management

Compensation:

- Salary plus incentive compensation in line with experience / qualifications
- Paid vacation and holidays
- Company 401k Company Match

- Company health/dental plan
- Company life insurance and short/long-term disability