



<b>Position Title:</b> Product Manager, Combustion / Emissions and Portable Instruments	<b>Immediate Supervisor Title:</b> Director of Product Management and Marketing
<b>Department:</b> Marketing	<b>Location:</b> New Kensington, PA
FLSA Status: <u>  X  </u> Exempt <u>      </u> Non-Exempt	Grade: 15

#### **Brief Summary of Position Purpose:**

The purpose of this role is to drive Bacharach success in combustion / emissions and portable instrumentation.

The Product Manager is responsible for assigned product portfolio leadership including planning, development and execution of the product portfolio strategy throughout the product(s) lifecycle including: defining product(s) target audience, market position and value proposition; gathering and prioritizing customer and market product requirements; creating and deploying sales and sales channel tools, differentiating product(s), competitive position and channel(s) to market; and working closely with engineering, supply chain, sales, marketing communications and support resources to ensure revenue, margin and customer satisfaction goals are exceeded. The Product Manager shall ensure that the product portfolio road map and strategy is in alignment with the company's overall strategy and goals. The Product Manager owns product portfolio management. The Product Manager reports directly to the Director of Product Management and Marketing, and works closely with senior management across the business and collaborates with field sales resources to exceed the annual product portfolio revenue and profit targets.

#### **Essential Functions:**

- Team member / owner of all aligned and approved New Product Development (NPD) projects (large within the corporate tracking process and small derivatives within the ECN/Eng Lab process). Owner of VOC integration, product requirements specification and NPD marketing requirements documentation.
- Development of the product roadmap as a living, guiding document to drive strategic product portfolio initiatives and actions with a vision for the future, which includes market trends and intelligence, target customer and channel to market definition, VOC input, competitive analysis, and regulatory and lead/early adopter awareness.
- Portfolio management including annual pricing review and adjustments, product forecasting and obsolescence planning and implementation through S&OP process and supporting operations related product issues and opportunities.



- Maintain up to date competitive product comparisons and industry regulatory positioning and influence awareness.
- Create and implement sales tools covering applications and target customers, product selection and demonstration performance, competitive product positioning, and product and company solution and differentiation messaging.
- Provide training materials and assist in the training to educate Bacharach personnel and external customers and partners on Bacharach products and their markets and applications
- Working with the marketing team to drive effective new product launch materials and content for advertising and promotional campaigns
- Provide input to marketing team on trade show positioning and advertising activities to promote product portfolio and expand market awareness
- Prepare and distribute product bulletins, technical bulletins and application notes to advance the positioning of the product portfolio
- Prepare articles and white papers for publication and periodically present papers at trade meetings and conferences to present Bacharach as HVAC&R instrumentation experts
- Travel to promote / develop product portfolio with distributors, OEMs, Reps and customers and participate in trade shows and regulatory / industry association meetings as required
- Assist with the Marketing monthly reports and interpretation of data and trends to better understand the business and influences and opportunities with the product portfolio
- Day to day support on applications, documentation and support of portfolio
- Other duties as directed by the Director of Product Management and Marketing

#### **Education/Training/Certifications:**

- Bachelor's Degree, technical discipline preferred

#### **Experience:**

- Minimum 4 years product management experience with a background in electronics hardware and firmware, experience with mobile apps and PC software a plus.
- Successful market identification, product definition, and product launch.
- Experience in gas detection, HVAC-R industry, combustion and emissions analyzers and / or refrigerant leak detection or similar instruments a plus.
- Field sales experience a plus

#### **Required Skill Sets: (e.g., computer skills, communications, math, etc.)**

- Effective interpersonal and communication skills, both verbal and written
- Ability to work independently as well as within and/or leading a project team
- Strategic thinker with strong planning and organization skills
- Skills to work effectively with Microsoft Office tools including Outlook, Word, Excel and PowerPoint
- Effective presentation skills
- Willingness to travel as needed.



<b>Physical Demands: (e.g., lifting, travel, etc.)</b>
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- Position requires concentration, accuracy, and focused mental effort
- Works in normal office environment
- May travel domestically and internationally as business needs require with occasional exposure to plant heat, noise, dust, dirt and fumes

Pursuant to the Americans with Disabilities Act (ADA), reasonable accommodations may be made to enable qualified individuals to perform the essential functions of this job.

AA/EEO/M/F/D/V