



**JOB TITLE:** Product Manager 1

**DEPARTMENT:** Customer Support

**EFFECTIVE DATE:** 9/14/2020

**SUMMARY:** The Product Management 1 is responsible for both product planning and product marketing. This includes: managing the product throughout the product lifecycle; gathering and prioritizing product and customer requirements; defining the product vision; working closely with Engineering to deliver winning products; and working with Sales, Marketing, Operations and Customer Support to ensure revenue and customer satisfaction goals are met. In addition, the Product Manager ensures that the product and marketing efforts support the Company's overall strategy and goals.

**DUTIES AND RESPONSIBILITIES:**

- Gain a deep understanding of customer experience, identify and fill product gaps and generate new ideas that grow market share, improve customer experience and drive growth
- Work directly with customers to understand and communicate requirements to engineering group
- Create buy-in for the product vision both internally and with key external partners
- Develop product pricing and positioning strategies
- Translate product strategy into detailed requirements and prototypes
- Scope and prioritize activities based on business and customer impact
- Work closely with engineering teams to deliver with quick time-to-market and optimal resources
- Represent the company by visiting customers to solicit feedback on company products and services
- Define the product strategy and roadmap
- Manage product lifecycles
- Deliver MRDs and PRDs with prioritized features and corresponding justification
- Be an expert with respect to the Company competitors
- Analyze customer quotation requests and prepare customer quotes for strategic opportunities
- Develop the core positioning and messaging for the product
- Provide all customer facing product materials
- Define product demos to customers
- Develop sales tools and collateral
- Propose an overall product budget for all new products to ensure success
- Brief and train the Sales Team at quarterly sales meetings on technology and market direction

**QUALIFICATIONS:**

- Proven Work experience in Product Management or Product Marketing Management or as an associate Product Manager
- Demonstrated success defining, managing, launching, and EOL of products

- Solid technical background with understanding of software and hardware, with emphasis on Telematics and Terrestrial communication
- Excellent written and verbal communication skills including the ability to make excellent presentations
- Strong problem-solving and analytic skills with willingness to get the job done
- Skilled at working effectively with cross functional teams and all levels of management
- Experience with both agile and waterfall development methodologies
- BS/MS degree in computer science, engineering or equivalent preferred

#### **COMPETENCIES:**

- **Diversity** - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences
- **Ethics** - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- **Adaptability** - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- **Attendance/Punctuality** - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
- **Customer Service** - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments. Passion for Customer Success.
- **Innovation** - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Ability to manage multiple priorities.
- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Quality** - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality. Attention to detail.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

#### **PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to stand, walk, sit, and talk or hear. The employee must occasionally lift and/or move up to 40 pounds. The employee must occasionally crouch, stoop, or reach. Specific vision abilities required by

this job include close vision, color vision, depth perception, and ability to adjust focus. The noise level in the work environment is usually moderate.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee will encounter while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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*The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**ACKNOWLEDGEMENT**

I have read the foregoing job description and understand the responsibilities of the job. I agree that I am able to perform the essential duties of this position.

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Employee Name

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Manager Name

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Employee Signature

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Manager Signature

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Date Signed

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Date Signed