



Job Description: Product Manager II

Date Written:
Date Last Reviewed:
Status: X Exempt, Non-Exempt, Hourly
Job Grade: 19
Department Name: Product Management
Department Number:
Reports To: Director of Product Management

Purpose:

Oversee the development and lifecycle management of the key product lines with overall accountability for technical direction, marketing strategy, and P&L performance.

Major Tasks, Responsibilities & Key Accountabilities:

- Company champion and advocate for strategic product lines. Responsible for understanding the state of the industry, current product requirements, market trends, and for developing a product roadmap
 - Solicit and evaluate ideas and suggestions for new products
 - Develop strategic business case for new product initiatives. Provide make/buy/partner recommendations if appropriate
 - Manage internal processes to drive product development/enhancement initiatives with engineering to deliver timely product enhancements and/or cost reductions
 - Interaction with manufacturing/product sourcing organizations to ensure timely delivery of products, including inventory recommendations
 - Management of OEM supplier where it is deemed appropriate to private label other solutions for maximum revenue impact
 - Drive business development activity with field sales team to drive proper sales and customer positioning and training
 - Assist the sales organizations by providing training, technical sales support, and market knowledge as needed
- Spearhead margin analysis, forecasting, product positioning, pricing, and coordination of promotional activities with the Director of Marketing.
 - Interface with other department members to provide marketing guidance and direction
 - Develop whitepapers, case studies and application notes that discuss new technologies or solutions for media conversion products
 - Provide direction for special pricing quotes
- Participate on industry committees and standards organizations to keep Suttle products current with market trends
 - Represent Suttle when traveling to tradeshow, customer seminars, and customer meetings
 - Travel Availability: Up to 25% travel both domestically and internationally as required
- Other duties as assigned.

Nature & Scope:

Reports to the Director of Product Management
Has no direct reports

Environmental Job Requirements Category:

ADA Category:

Knowledge, Skills, Abilities and Competencies:

- Knowledge of telecommunications and/or networking industry required. 2 - 5 years of product management experience required.

Minimum Qualifications:

- BS degree in business or engineering or equivalent experience

Preferred Qualifications:

- MBA Degree preferred.

ADA Information regarding physical, environmental and mental/motor demands for job described above is on file