



Total Solutions for Security Professionals

JOB DESCRIPTION

Title: PRODUCT MANAGER
Department: PRODUCT
Classification: EXEMPT
Location: LTS ASSOCIATE INC.
Grade:
Reports To: DIRECTOR OF PRODUCT SOLUTIONS

POSITION OVERVIEW

As the Product Manager, you will manage product line(s) for the entire product life cycle. The product manager is also responsible for building product portfolios by identifying gaps, expanding the product portfolio and developing contiguous market opportunities based on your industry experience and your contact with prospective customers, existing customers and internal resources. You must possess a unique blend of business savvy and a big-picture vision, and the drive to make that vision a reality. You must enjoy spending time in the market to understand customers' challenges. You must be able to communicate with all areas of the company. You will work closely with Sales and Marketing to define the go-to-market strategy, helping them understand the product positioning, key benefits, target customers, and potentially how to troubleshoot if needed. You will also serve as the internal and external evangelist for product lines you manage, working with the sales channel and key customers.

ESSENTIAL JOB FUNCTIONS

- Manage the entire product lines life cycle from strategic planning to tactical activities, which includes but not limited to product specs selection, communication with manufacturer, product launch and timeline, introducing products to internal partners, partnering with Marketing and Sales teams to increase the penetration and profitability of products for the company.
- Specify market requirements and needs for current and future products by conducting market research supported by on-going visits to existing customers, prospective customers, industry partners to garner a thorough understanding of the market, trends, and competitive landscape
- Develop and execute a company-wide go-to-market plan in partnership with related departments, e.g. Marketing, Sales, Technical Support, Call Center, etc.
- Manage vendor and product selection and all aspects of ongoing vendor relationships from performance to cost management and customer targeting
- Proactively collaborate with Marketing, Sales, Supply Chain and Suppliers to create product line specific marketing plans with focus on customer acquisition, growth and retention
- Responsible for developing field tools including education, support collateral, technical information, product launch plans, printed, electronic and promotional materials in collaboration with suppliers and internal technical support teams
- Responsible for reviewing product data to ensure that the field force is kept up to date on new developments regarding the companies or competitors' products
- Responsible for analyzing sales data of your product lines and preparing product forecasts in partnership with related departments to serve customer needs and advance the sales

- Assist with the development of the annual corporate marketing plan with responsibility for preparing product forecasts
- Perform other duties as assigned

ESSENTIAL REQUIREMENTS

- Software experience in Vsaas/Saas/VMS industry.
- Ability to manage products for the entire product cycle.
- Ability to communicate clearly and concisely (written, oral and presentation skills)
- Ability to pro-actively plan, schedule and execute multiple tasks simultaneously
- Ability to maintain confidential business information
- Ability to improve efficiency and effectiveness of the product cycle
- Ability to respond to inquiries and/or technical support in a timely and effective manner
- Computer proficiency including Microsoft Office (Word, Excel, Powerpoint, Sharepoint, Outlook)
- Ability to work independently with minimum supervision
- Ability to work under pressure
- Strong negotiation skill, analytical skill and team player mindset is a plus
- English is a must and Chinese speaking a plus

SPECIAL PHYSICAL AND/OR MENTAL REQUIREMENTS

- Domestic and/or International Travel may be required (up to 25%)
- Willing and able to work additional hours when needed
- Bend, lift, open and move product and related office items varying in weight from 1 to 30 lbs, depending on the needs

EDUCATION

- 5+ Years of Professional Experience in Product Management or related areas
- Experience in CCTV Video Surveillance industry is highly desired
- A Bachelor's Degree in Computer Science, IT / Network, Engineering or related field

The above position description identifies the essential job functions and skills needed by the person or persons assigned to this position. These job functions and skills are not intended to be a complete and inclusive list of all responsibilities, duties, and skills required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions. The information contained herein is subject to change at the discretion of the Company.

I understand the responsibilities and requirements for the Product Manager as described above.

Name (Print): _____

Signature: _____

Date: _____