

JOB DESCRIPTION: Product Manager - Optical

Reporting to: Group Sales and Marketing Manager

Job Role

The Product Manager (PM) – Optical coordinates efforts to ensure that Campbell Scientific Limited (CSL) offers products that satisfy the instrumentation needs of its customers across all market areas. This requires intimate knowledge of customer needs and market opportunities, along with solid comprehension of the technology required to satisfy those needs.

The PM is a clearinghouse for general ideas that lead to specific proposals to develop new products or systems as well as reselling existing products from outside vendors, and to develop applications to support these products in key markets. The PM organizes CSL's long-term product strategy (road map) for the Optical Products and plans specific projects to achieve that strategy. The reports to the Group Sales Manager and as relevant to specific product developments collaborates with the Technical Director and other stakeholders to develop design criteria and a project plan for consideration as a development project.

The PM will maintain a high level of knowledgeable about products offered by competitors, stays current with outside research efforts and new technology, writes and publishes technical and educational material on CSL products, prepares original research for publication and presentation, and assists application engineers to support customers.

The PM undertakes customer visits, travels to conferences and trade shows to provide customer service, and to learn about existing and new market opportunities. Travel will also be required to support other group companies to promote the Optical Products and use in their key markets.

Main Responsibilities

- Maintain good relations with customers and market leaders
- Develops and implements a product strategy and sales strategy for the market that ensures attainment of company sales goals for the Optical products / systems lines.
- Organize and lead product road map and specification efforts for Optical products and the key systems to meet the market needs
 - Develop an understanding of the technical challenges of the markets we serve
 - Develop an understanding of customers and their needs
 - Reduce customer requirements to specifications for new products & systems
 - Develop a business case for proposed products & systems
 - Assist Tech Dir in selecting products for technical development
 - Shepherd products through marketing-development process and market introduction
 - Help product development team to manage scope and schedule
 - Appropriately communicate market opportunities and priorities that bear on development scope and schedule
 - Coordinate with Engineering and Marketing to develop documentation and marketing materials for new products

Main Responsibilities cont.

- Be a fully integrated member of the sales and marketing teams for the Optical products, systems and applications
 - Participate in sales initiatives
 - Cross train as an application engineer (to enable good level of support to the end users)
 - Show respect for the functions, abilities, and contributions of team members
- Represent the Optical products, systems and applications in Development interactions
- Interacting directly with customers to understand their current problems requiring optical products & solutions. Non-optical related problems are to be reported into the Sales manager for further action
- Based on market information, compiles development proposals for products and systems to resolve customer “problems”. Approval for work on the system/product and assignment of resources will be via the normal R&D Project Approval process
- Perform Win/Loss analysis directly with customers, summarise and provide internal feedback
- Assists in the development and implementation of marketing plans as required
- Initiates and co-ordinates development of action plans to penetrate new markets
- Takes the lead in negotiations for major contracts relevant to the Optical Products (this activity to be performed in co-ordination with the Sales Manager)
- Attending customer demonstrations, exhibitions and manning stands as required
- Assisting Sales in building the of CSL distributors and agents in their territories and providing appropriate motivation and support to ensure that they are proactively promoting Campbell Scientific Optical products and systems
- Provides timely feedback to Senior Management regarding sales performance and potential for changes in customer demand for the products and systems in your remit
- Supports and or organises training and workshop sessions on Optical products / Systems in co-ordination with Sales

Note – the use of the term “problem” in this text relates to an issues that a market sector is experiencing or is forecasting to experience, and is an opportunity for CS to fill the void with a suitable solution (product, system or service)