

Laser Technology, Inc.
Job Description

Job Title: Solutions Product Manager
Department: Marketing
Reports To: Director of Marketing
FLSA Status: Exempt
Prepared By: Director of Marketing
Prepared Date: 10/7/11

SUMMARY

Provides the management effort required to plan, organize and control a complete product development lifecycle within the confines of the functional organization structure existing at the company. Use the efforts and strengths of the company to attain the short and long term income objectives and margins established for all Laser Technology, Inc. products.

As a Solutions Product Manager, you will work with a team that is charged with a product line contribution as a business unit. This extends from increasing the profitability of existing products to developing new products for the company. You will build software solutions for future and existing product ideas, and help to develop new solution ideas based on your industry experience and your contact with customers and prospects. You must possess a unique blend of business and technical savvy; a big-picture and solutions based vision and the drive to make that vision a reality. You must enjoy spending time in the market to understand software needs that solve customer problems, and find innovative solutions for the broader market and new vertical markets.

You will define software requirements that fit the applications of internal products. You will work with marketing communications to define the go-to-market strategy, helping them understand the solution positioning, key benefits, and target customer. You will also serve as the internal and external expert for your solution offering, working with the sales channel and key customers.

The solutions product manager's key role is both strategic and tactical and requires a great deal of attention to detail, follow-up and execution.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. **Other duties may be assigned.**

- Managing the entire software solutions life cycle from strategic planning to the tactical activities involved in such.
- Specify market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers.

- Drive a solution set across development teams (primarily Development/Engineering, and Marketing Communications) through market requirements, product contract, and positioning.
- Developing and implementing a company-wide go-to-market plan, working with all departments to execute.
- Analyzes potential partner relationships for the product.
- Analyzes customer needs and wants to determine what customers want, how they want it, and the price they are willing to pay; specifies the research necessary to obtain these market facts.
- Appraises all ideas for new products and/or product or packaging changes; makes recommendations on the nature and scope of the present and future product line, including which model will be added, continued, or dropped.
- Makes detailed and continuing analysis of the Company's product offerings as compared to the competition.
- Makes a recommendation on the channels of distribution through which the product line will be sold, prices to be charged, and terms and conditions of sale.
- Works with Sales Managers in developing effective sales & marketing strategy that will enable the attainment of the most profitable market share levels.
- Continually seeks out new uses for existing products.
- Meet regularly with the Director of Operations to review inventory levels and production schedules to ensure that they meet customer's requirements while maximizing inventory turnover and efficiency.
- Plans, organizes, and controls a complete product development program.
- Reporting to the next level of management on the success or failure of development programs that are brought to the market.
- Prepare an annual written marketing/business plan for the product line.
- Develops the standard and/or published pricing structure for the product line and is responsible for developing prices on specific negotiations in accordance with this structure.
- Review and approve all communication pieces related to the product line with the Marketing Director.

REQUIREMENTS/QUALIFICATIONS

- 3+ years of software marketing/product management experience.
- Knowledgeable in various areas of technology including but not limited to Software, Hardware, (OS specific) Windows Mobile (xV), Apple OS (iPhone, iPad), Droid.
- This position requires travel to customer and non-customer sites in North America and Europe (35%).
- Candidate must have 3 or more years of related experience in the Software Product Management field.
- Must possess excellent verbal and written communication and presentation skills.
- Must be extremely proficient in the use of Ms Word, Excel and PowerPoint software.
- Must possess technical aptitude and be able to learn our product line.

EDUCATION

- Computer Science or Engineering degree preferred and 3 years of Software Product Management experience or a Marketing Degree with 5 or more years of Technical Product Management experience.

PHYSICAL DEMANDS

- Must be able to lift up to 30 pounds to maneuver our products for testing and research. Reasonable accommodations may be made to enable individuals with disabilities to execute the necessary functions.

WORK ENVIRONMENT

- Office environment with ability to work outdoors on occasion for testing of equipment in varying weather conditions. Reasonable accommodations may be made to enable individuals with disabilities to execute the necessary functions.