



GLOBAL VERTICAL MARKET MANAGER / PRODUCT MANAGER

Set the direction that protects core business and establishes growth platforms for this worldwide producer of engineered control products for industrial niche markets. As **Vertical Market Manager [VMM]**, you will develop and implement product development roadmaps, marketing communications, pricing and channel strategies, and evaluate customer/market needs and market trends and execute project management.

Our client is a division of a large global company, with this division located in Southern, CA. The **VMM** will perform related work as assigned that aligns with corporate strategies of modernization, responsiveness to customers and markets, and a focus on new products.

The mission of the **VMM** will have strong matrix relationships within engineering, marketing, sales and operations. As the **VMM**, your key objectives will include:

- Define and own the execution of new product development and the associated project management.
- Improve customer perceptions, reposition and change the value proposition to that of a “go-to expert” and a development partner, with exciting new products.
- Manage product line P&L, this includes: Coordinating marketing, sales, value stream management, and technical center of excellence. Preparing quotations and cost analysis. Monitoring current product strengths. Developing market and assigned product forecasts.
- Develop a product roadmap for the vertical market [VM]. This will include: Blending customer specific VOC, market trends and regulation requirements to define “un met” market needs.
- Take a leadership role in Business Development responsibility to grow the segment and achieve targeted organic growth rate.
- Explore and implement relationships with marketing partners who can help open new channels, and with value-added resellers who can repackage systems that are attractive to customers.
- Capture accurate intelligence on current and prospective markets and accounts including determination of potential sales and profit margins.
- Produce collateral material for the sales force and assist wherever appropriate in sales efforts to invigorate the brand.
- Provide support to Strategic Planning process.
- Seek out and identify strategic acquisitions that can enhance the go-to-market capability for the vertical market.

Background and Experience:

BA degree required. Degree in mechanical engineering preferred. Masters or MBA a plus.

- Seven (7) or more years of experience required in product management, vertical market management, focused Hazardous Location sales, marketing and/or product design.
- Expertise in industrial hydraulic valves and the associated product development.
- Experience in originating marketing strategies and concepts for new and existing product lines.
- Experience in initiating and conducting market surveys, interviews and research work.
- Experience with a division that is part of a larger parent organization is a plus.
- Experience dealing with sales distribution channels

If you are an excellent problem solver, an effective communicator, results-oriented, and highly customer focused, we'd like to hear from you. Excellent compensation program and benefits provided.

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