



Job Description

Product Manager

Reports to: VP of LCD

Position Summary/Objective:

The Product Manager is the intersection between business, technology and client experience. They are responsible for maintaining the product line through evaluating, analyzing, providing data, and making recommendations. The Product Manager will strategically drive the development and the market launch with continued support and by offering improvements.

Summary of Responsibilities:

1. Direct and perform all aspects of product development, product changes and product promotions, including managing oversight of development cycles with project managers, specifying components, product positioning, and pricing.
2. Manage and communicate product information and product changes both internally and externally. Work closely with clients, stakeholders, and subject matter experts to solicit user experience feedback and gather feature requirements to ensure product enhancements align with user needs and industry standards.
3. Develop and implement product strategies consistent with the company vision.
4. Regularly perform pricing and competitive analysis by customer channel and recommend strategies to improve market position, improve quality or reduce costs.
5. Develop and maintain product catalog with product specifications.
6. Provides information for management by preparing short-term and long-term sales forecasts by analyzing and researching data.
7. Responsible for managing and implementing market strategies, promoting support, implementations, change management plan and pricing models for ITS products
8. Provide long-term vision and strategy for company products and communicate this strategy to all the relevant participants and stakeholders
9. Develop product road map that conveys the “why” behind the products we build
10. Conduct research to gain expertise about ITS market and competitors.
11. Develop strategy for the products with product road map
12. Communicate across the organization the product road map
13. Coordinate development cycles with relevant teams (marketing, IT, etc.)
14. Provide data analysis/change management (build, test, focus groups)
15. Demonstrate a high level of organization and ability to work with multiple teams to attain company goals and vision for products.

© 2024 Industrial Training Services, Inc.

CONFIDENTIAL – DO NOT DISTRIBUTE

Revised – 8-29-2024



Qualifications / Experience:

- A. Bachelor's degree in management, business, or related field preferred or 2+ years' experience in related field.
- B. Experience with Agile frameworks (Scrum, SAFe, etc.) and Kanban
- C. 5 years' experience successfully delivering products utilizing an Agile Delivery methodology.
- D. Experience with backlog creation and management in common tools (ADO, VSTS, Jira, Kibana, Aha!, etc.).
- E. Preferred – Agile Product Owner Certification

Requirements:

- 1. Strong analytical, root-cause analysis, problem solving, and conflict resolution skills.
- 2. Strong business verbal/written communication and presentation abilities
- 3. Demonstrated ability implementing products.
- 4. A strong commitment to customer service, relationship building, and collaborative performance development
- 5. A team player with ability to take initiative and work independently

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.