

# **JOB POSTING**

December 1, 2016

**Job Title: Product Manager**  
**Business Unit: Patient Care - Nursing**  
**Job Location: Gatesville, Texas**

## **Position Overview:**

The Product Manager will:

- **Owning the WHAT** - champion for understanding WHAT the target users need
- **Needs Translation** - translating needs into requirements for development
- **Product Launch** - prepare and launch the solutions into the market and the organization
- **Life Cycle Management** – life-cycle management of the portfolio

## **Essential Duties and Responsibilities:**

- **Ownership of What**
  - Understand market trends and dynamics globally
  - Create and develop relationships and trust with partners and customers.
  - Information gathering of educational concepts and unmet needs
  - Synthesize understanding into themes and ideas
  - Analyse business potential & create business cases based on trends/ needs Facilitate the development of practical programs into the Nursing Market
- **Needs Translation** - translating needs into requirements for development
  - Product Development Interface- serve as the primary interface between customers and product designers
  - Develop Product Requirement for the product designers based on customer understanding
  - Facilitate customer evaluations of concept designs
- **Product Launch:**
  - Development of global marketing and launch plan
  - Creation of positioning for unique user personas
  - Construction of education and training plan for the field organization
- **Product Lifecycle Management**
  - *Primary Information Source for products assigned:*
  - Competitive Landscape – understand in depth and document the competitive landscape and trends in each Region
  - Analyse business potential & create business cases based on trends/ needs

## **Qualifications/Competencies/Position Requirements:**

*Knowledge, Skills, and Abilities:*

- Strong communication, analytical and interpersonal skills
- Excellent verbal and written communication skills, including technical writing.
- Demonstrated proficiency in problem solving and decision making
- Demonstrated credibility within the Nursing market segment/ Laerdal Organization
- Ability to work independently; self-starter and comfortable as team leader
- Must have excellent presentation skills and be able to present to groups from 3 to 300.
- Ability to develop in-depth understanding of product line and its position in the marketplace.
- Ability to understand fundamental product profitability considerations including gross margins and P&L statements.
- Computer literate; able to utilize MS Office Suite

- Knowledge of the Nursing market is preferred

**Education and Experience:**

- (A) Bachelor's degree, a degree in business or health/ science disciplines preferred, from a four-year college or university; and,
- (B) Minimum of (3) three years' experience in sales, marketing, and or/product management
- (C) Any equivalent combination of education and experience.

**Licenses or Certifications:**

- Must Complete CPR training on annual basis using Laerdal equipment
- RN, LPN, EMT or CPR certification advantageous

**Working Hours:**

- Hours may vary and will require evening and weekend work depending on business needs

**Working Environment:**

- Works in both an office and manufacturing environment
- Occasional exposure to shop elements such as noise, dust, odors, chemicals, solvents, and fumes.

**Tools and Equipment Used:**

- Personal computer, copier, fax, phone, and other typical office equipment

**Travel:**

- International and domestic travel required

**Physical Demands:**

- Ability to communicate with customers and/or other team members via phone or in person
- Body motor skills sufficient to enable incumbent to move from one office location to another
- Occasionally moves equipment weighing up to 60 pounds
- Digital dexterity and hand/eye coordination in operation of equipment
- Regularly required to sit, stand, bend, reach, stoop, crouch, climb, and move about the facility and customer locations
- Must be able to work around chemicals and solvents