

Product Manager - Synthetics

Job Summary: Responsible for driving the growth of Lydall's synthetic product lines by developing winning strategic and tactical product development programs and sales plans. The plans will include target market assessment, product requirement specifications, competitive evaluation, and life cycle management of the product portfolio, primarily as they apply to Filtration and Life Science applications. Key Markets: Air Filtration (Gas Turbine, HVAC, Cleanspace, Industrial Air Filtration), Process Filtration (Food & Beverage, Water), Life Sciences (Bioprocess, Medical)

Duties and Responsibilities: Drive the product marketing process by developing product requirement specifications and implementing strategic marketing product plans for key product lines.

- Understand and articulate product and customer requirements by analyzing customer applications, market size and projected market growth
- Analyze product placement by describing key features of the applications and points of differentiation for the target market/customer.
- Conduct primary and secondary market research to deliver clear product requirements using Voice of the Customer techniques, trade shows, secondary market data and open communications with the sales organization.
- Conduct internal and external risk assessments, and competitive evaluation
- Maintain continuous studies of market activities; arrange for and review surveys; keep current on competitor activities and new product requirements
- Provide customer input and sales management support to the new product development process, i.e., identifying new trends and technologies for possible new product lines and/or product acquisitions. Coordinate this activity with engineering and manufacturing

Support the sales process through sales tools and product development

- Create leads by finding other companies who could use application
- Be responsible for directing sales force to penetrate these accounts
- Help develop and maintain customer relationships
- Develop target applications for product lines
- Act as technical resource and advisor
- Train sales force in markets, applications, and products
- Develop necessary sales tools for product launches, such as presentations, technical studies, white papers, typical property sheets, product samples, web sites and pricing guidelines
- Promote the sale of the product lines in sufficient volume to provide an adequate profit
- Travel as needed to support sales, product launches, market information, and training

Develop and implement strategic product line plans

- Participate in strategic planning sessions on a regular basis
- Annually develop and propose market objectives, bookings and sales volume objectives, and profit forecasts for a product line

Other Duties and Responsibilities

- Must be knowledgeable in the effective use of Lean Six Sigma (LSS) tools and concepts to assist in process improvements, both within Lydall, and externally at our customers/suppliers. Serve as an active participant in LSS programs that promote continuous improvement.
- All other duties as assigned.
- Must adhere to all company policies and safety rules.
- Must be able to work extended hours when required.

Education, Experience, Skills and Abilities Required for Consideration as a Candidate:

- BA/BS degree required; business, marketing, engineering degree preferred.

- Three years of experience in marketing (manufacturing/technical preferred) with national or global territorial responsibilities.
- Experience in new product development and subsequent market introductions.
- Ability to develop and give presentations, from developing training programs to communicating at customer meetings and company-wide meetings.
- Understanding or ability to learn technical details of synthetics production as well as filtration applications and processing.
- Project management skills
- Demonstrate the ability to coordinate a high level of activity under a variety of conditions and constraints with a minimum amount of structure and direction.
- Strong organizational, written, verbal, persuasion, and interpersonal skills.
- Self-motivated with a positive attitude.
- Ability to communicate with sales, engineering, and manufacturing personnel from around the globe.
- Ability to troubleshoot, comprehend a situation, and dig down to critical details.
- Enhanced computer skills with direct experience with Microsoft Office.
- Available for travel 50% of the time.
- Languages: Fluent in English.

Education, Experience, Skills and Abilities Preferred:

- Successful product development and product launches involving filtration technology addressing new markets
- Experience in the following key markets: Air Filtration (Gas Turbine, HVAC, Cleanspace, Industrial Air Filtration), Process Filtration (Food & Beverage, Water), Life Sciences (Bioprocess, Medical)
- 5-10 years of experience delivering successful business or product marketing plans; industrial sales; business development, marketing, financial analysis, strategy or market research.
- Masters in Business strongly preferred
- Languages: Good working knowledge of any European languages

To apply for this opportunity and others visit <http://www.lydall.com/careers/newcareers.shtml>