

# JOB DESCRIPTION

## PRODUCT MANAGER

Modified on 2011-10-13

Candidate:  
Direct Supervisor:           Product Director

### Job Summary

Under the supervision of the product director, the selected candidate will be responsible for the development of a wide array of products (software and hardware), from the conception phase to the commercialization of the product as well as throughout its entire life cycle. The candidate will be the product specialist and will master all aspects of the product. The candidate will develop recommendations for the product line, establish a strategy and ensure its application and effectiveness. The product manager will also be responsible for ensuring that the product supports the overall strategy and goals of the company.

### Job Description

- ✓ Manage the entire product line life cycle including strategic planning for tactical activities.
- ✓ Conduct market studies amongst clients and prospects in order to specify the market requirements for current and future products.
- ✓ Develop new product ideas based on industry experience and through contact with clients, prospects and commercial partners.
- ✓ Work with the product development team to design a business case for the development of new products or the improvement of current products.
- ✓ Collaborate with the product development team to define and refine the product needs, enhancements, and other specifications.
- ✓ Participate in the design reviews with the product development team.
- ✓ Propose ideas to improve the existing products taking into account comments from clients, sales team, business units, and other participants.
- ✓ Participate in the product launch process with the marketing team.
- ✓ Work with the marketing department to develop new marketing strategies for product marketing campaigns and product brand awareness programs.
- ✓ Provide accurate analysis of the competition for developing global strategies and market positioning.
- ✓ Determine the positioning of the product and its main benefits on the market.
- ✓ Determine a price range that will meet the budgetary objectives.
- ✓ Present the line of products to clients, sales team, business unit, internal groups as well as during trade shows.

## JOB DESCRIPTION

### Qualifications

**Essential:**

- ✓ Bachelor's degree in engineering or business administration, marketing option.
- ✓ 4 to 5 years experience in the building automation system industry and/or in building and energy management.
- ✓ Experience in product management.
- ✓ Both English and French, spoken and written.

**Asset:**

- ✓ Ability to develop and maintain a close relationship with clients, other corporate offices and companies, and key partnerships.

### Profile

- ✓ Efficient, motivated, independent, proactive, meticulous, and able to learn quickly.
- ✓ Ability to quickly integrate into the product management department and contribute to the improvement of the portfolio by proven and sound techniques.
- ✓ A good knowledge of the building management system on building energy efficiency domains is required.
- ✓ Demonstrate good teamwork and professional ethics
- ✓ Strong leadership skills, showing autonomy and initiative
- ✓ Team player with strong communication and interpersonal skills
- ✓ Methodical and excellent sense of priorities
- ✓ Respectful