

GN RESOUND CORPORATION POSITION DESCRIPTION

Position:	Manager of Product Management
Reports To:	Director of Marketing, ReSound US
Department/Division:	Marketing - Product Management
Work Location:	Bloomington, MN

POSITION OVERVIEW

The primary role of the Manager of Product Management is to own the steps which ensure the successful launch of a product into the U.S. market. This involves managing an organization which is an active liaison with corporate product management, effectively plans launch logistics, executes and communicates results of pre-market trials and serves as the technical expert on all product related questions. Product Management defines the technical story told to the U.S. market.

KEY ACCOUNTABILITIES

- Ensure U.S. market based product requirements are systematically gathered and communicated to headquarters to ensure appropriate technologies are brought to market in the U.S.
- Lead all launch activities in the U.S. market. All launch activities in Bloomington(i.e. NPI process are subordinate to the product management launch process)
- Oversee the logistics planning for launches including Navision set-up, inventory forecasting, accessories, Aventa software and quality processes to ensure successful launch
- Design and execute pre-market trials that support the uncovering of product quality, product positioning and training opportunities with each product launch
- Report results of pre-market trials to headquarters
- Work with Marketing Management to develop clear and communicable product stories that support all ReSound field organizations (OS, IS, Training)
- Oversee the development of concise and clear launch materials and training documents for both internal and external employees and customers
- Oversee the compilation of clear and communicable competitive intelligence pieces to be used by sales and training organizations
- Serve as the technical resource on all field, training and customer product related questions
- Provide technical training for all internal resources in preparation for product launch
- Represent ReSound as the primary technical product expert as appropriate in media with customers, etc...

DESIRED QUALIFICATIONS

Education:

- Bachelor's degree required, Masters preferred.
- Preferably Marketing or Speech & Hearing emphasis.

Experience:

- Minimum of 3 years product marketing experience.
- Experience in medical device and/or hearing industry preferred.

Skills/Abilities:

- Excellent verbal presentation and written communication.
- Advanced project planning and organizational skills
- Detailed oriented and results driven
- Ability to multi-task and prioritize work with a variety of internal and external customers.
- Strong computer and typing skills including Word, Excel, Outlook.