



JOB DESCRIPTION

CANECT PRODUCT MANAGER

Department:	<i>Business Development</i>
Reports To:	<i>VP of Sales & Marketing</i>
Supervises:	<i>N/A</i>
FLSA Classification:	<i>Exempt</i>
Approved By:	<i>President</i>
Revision Date:	<i>06/07/2017</i>

JOB PURPOSE:

The CANect Product Manager will be responsible for translating market trends, sales team feedback, and customer needs into a comprehensive product and systems offering to yield a profitable and growing business for the CANect product line. This person will help HED maintain a competitive and technological lead.

ESSENTIAL DUTIES and RESPONSIBILITIES:

- Work closely with CANect Business Development Manager (BDM) and other department leaders to develop and maintain the 3 year product plan targeting increased sales and profitability. This includes assessing the existing product line, noting gaps, and identifying actions to build the product line
- Maintain and modify as needed: existing hardware, software, and configuration tools (CANect Composer).
- Builds a business case for any new products that are required working in the framework of HEDs phase gate process. This includes competitive product info, financial data, customer opportunities, and other details tied to MPS (Market Product Specification).
- Manages the customer/market requirements documentation and the approval process that is required prior to engineering development.
- Work closely with BDM to build HED infrastructure needed to support future growth. This includes processes for onboarding customers, provisioning assets, automated billing, help desk, etc.
- Work closely with BDM to build product training and sales tools for HED sales team, distributor sales team, and reps.
- Research, secure, and maintain outside suppliers for the CANect portfolio.
- Provide technical sales support to BD team including discovery calls and field visits with for direct VOC.
- Product life cycle management to insure maintenance of BOMs and HED product profitability through component obsolescence.
- Ability to travel (20%).

The above list reflects the general details necessary to describe the principle and essential functions of the position and shall not be construed as the only duties that may be assigned for the position.



MINIMUM QUALIFICATIONS:

- BS/BA degree in engineering, preferably E.E.
- Requires minimum 3 years product management experience in a complex or technical industrial B2B market category, preferably electronics. Professional experience tied to:
 - Understanding project management processes in an industrial environment.
 - Market development for new and existing CANect products.
 - Demonstrated strategic portfolio and pipeline management skills.
- Requires excellent oral and written communication skills to effectively communicate with employees, customers, and suppliers.
- Requires the ability to use a personal computer including Microsoft Word, Excel, and Powerpoint software. Requires knowledge of and the ability to use a variety of standard office equipment including a telephone and copy/fax/scanner machines.

PREFERRED QUALIFICATIONS:

- It is desirable for the incumbent to have attained additional business related education, such as an MBA.
- Experience in developing End-to-End Solutions including hardware, firmware, software, and web experience.
- Experience using CRM software.

PHYSICAL AND MENTAL DEMANDS:

The position is in a fast paced environment with deadlines and critical data and details that are part of the Product Manager's daily/weekly/monthly data presentation to keep the team informed on the CANect portfolio. Comprehension, reasoning, decision making, and math skills are required for this position.

While performing the duties of this job, the employee is frequently required to sit, talk and/or hear, and/or use hands to finger, handle, or touch objects, tools, or controls. The employee is occasionally required to stand, and/or walk. The employee must occasionally lift and/or move up to 20 pounds while moving files or small packages. Specific vision abilities required by this job include close vision and the ability to adjust focus.

The mental and physical requirements described here are representative of those that must be met by an individual to successfully perform the essential functions of this position.

Protective Clothing Required: None

WORKING ENVIRONMENT:

Work is performed in an office environment or at customer sites when travelling. The noise level in the work environment is usually moderate. The work environment characteristics described here are representative of those an individual encounters while performing the essential functions of this position.

I have read and understand the duties, responsibilities and requirements for this position.*

Employee Acknowledgement

Date

*This document does not create an employment contract, implied or otherwise, other than an "at-will" employment relationship. HED, Inc. retains the discretion to add duties or change the duties of this position at any time.