

## Product Manager – Controls and Automation

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**Department:** Strategy and M&A

**Reports to:** Head of Product Management

**Based at:** **Flexible (at a large Rotork site)**

**Job Purpose:** To lead a product line from both a product management and product marketing perspective. To maximise revenue and margin tied to the product line. Formulate product roadmaps and identify opportunities for new product development.

### Responsibilities:

- Create and maintain the Business Plan for the product portfolio.
- Interface with industry thought leaders and strategic partners.
- Determine market insight, industry and competitive analysis and positioning by understanding changing market dynamics, including emerging technologies, customer needs and identify business cases / value proposition for new products or enhancements.
- Set and deliver monthly, quarterly and annual revenue/margin forecasts for the product line. Provide input into SIOP.
- Develop and monitor KPI's to measure product sales and propose actions to increase sales where necessary.
- Accountable for delivering programs, commercial offers etc. needed to achieve growth forecasts.
- Develop and own proprietary segmentation, targeting and positioning strategies & value maps.
- Identify customer needs and value drivers, creating new value propositions and business opportunities including new offerings to optimize and enhance the portfolio.
- Review and validation of product designs, delivery of project plans, impact assessments and estimates of effort.
- Define pricing needed to win in the market place, review pricing levels of the products with the Commercial Director as required. Conduct pricing yield analysis and analytics.
- Document and clearly define sales messages for selected products. Ensure marketing material and case studies are available to support sales effort. (customer value proposition, white papers, customer case studies, value selling)
- Ensure sales networks have required training and knowledge to proactively chase sales opportunities. Supports the sales organization on highly technical product enquiries. Needs to be the go to expert on their product line.
- Actively spends time with customers and field visits to promote products and gain direct customer feedback (voice of customer). Follows up with clients when necessary and provide an interface into the business and Engineering departments
- Develop and maintain product road map and ensure effective launch of new products. Work collaboratively with the marketing communications team to define and execute required marketing programs & campaigns. Work with digital marketing to drive leads.
- Where required, coordinate with partners and vendors to maximize product development value
- Understand the appropriate regulations and standards that effect the product range.

- Responsible for the End of life decision support, and working with internal teams to communicate the process for EOL of product lines.

#### **Required Skills and Experience:**

- Bachelor Degree or equivalent
- Engineering / technical background. Must be able to engage in technical discussions with customers and internal engineers.
- Previous product management experience
- Strong presentation skills with confidence to present effectively at all levels.
- Experience of drafting clear monthly and ad hoc reports.
- Strong analytical skills to support effective decision making
- Demonstrated ability to understand customer needs (customer voice) and develop competitive strategies and plans.
- Ability to travel domestically & internationally for 30-50% of the time.
- An ability to be a self-starter with minimal input from management.
- Excellent organisational skills.
- A broad understanding of either Oil and Gas / Power and Water / Process, Chemicals and Industrials markets.
- Deep understanding of the industrial communication networks and protocols including wireless, architecture needs to enable IoT/connectivity.
- Knowledge of automation systems such as DCS, PLC and data interfaces such as SCADA, HMI, etc.
- Understanding of instruments, sensors and field devices and their fit in a broader control ecosystem.
- Familiarity with data storage / retrieval and requirements for analytics, end-user software and mobile-apps

#### **Required Competencies**

- Relationship-building – proven ability to work with key clients and potential clients.
- Teamwork – provides support for colleagues and works with others to deliver the desired result.
- Focus - delivery of high quality work in a timely manner.
- Communication – strong verbal and written skills.
- Customer Service - present a positive image to internal and external customers and demonstrate commitment to resolving customer issues.
- The ability to work under pressure on multiple tasks within your project timeframes.
- A flexible approach to travel and working hours as required to meet the demands of the role.