



## Job Description

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Job Title:     **Product Line Manager (PLM)**

Reports to:    VP Sales and Marketing

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### **Purpose of the position:**

As PLM you will guide a team that is charged with a product line contribution to the company. This extends from increasing the profitability of existing products to developing new products. You will evolve existing products and build products from existing ideas, and help to develop new ideas based upon customer and prospect feedback, market intelligence and your industry experience. You must possess a unique blend of business and technical savvy; a big-picture vision, and the drive to make that vision a reality. You must enjoy spending time in the market to understand their problems, and find innovative solutions for the broader market.

You must be able to communicate with all areas of the company. You will work with an engineering counterpart to define product definition and will be its custodian. You will define the go-to-market strategy, helping the sales force to understand the product positioning, key benefits, and target customer. You will also serve as the internal and external evangelist for your product offering, working with the sales channel and key customers.

You will also ensure a pro-active training of the sales force and will manage product-marketing communications.

### **Skills and experience:**

- 5+ years of sales and product line management experience in fiber optics.
- Knowledgeable in fiber laser and fiber optics technology
- Experience and proven track record of profitable sales growth
- Excellent communication skills and customer care champion
- Teamwork and detailed oriented.
- Proven leadership and "people" skills.
- Ability to think "outside the box".
- A sense of urgency, and a desire to close the business on time. Eager to compete.
- A service-oriented attitude towards internal and external customers.
- Experienced with CRM systems and comprehensive yet efficient reporting systems.