

Product Manager

Leotek Electronics USA LLC San Jose, California, United States

USA division of a growing Global LED lighting company is seeking an experienced luminaire Product Manager responsible for LED lighting products. These products will serve the outdoor utility and commercial markets in North American. This position will be located in San Jose, CA.

Essential Functions:

- Managing product line life cycle including: strategic planning of new / improved products, managing existing product lines and planning end-of-life strategies.
- Ongoing product line marketing maintenance to assure that product features, pricing and promotional activities are all appropriate to the market in order to maximize operating profit.
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and strategic partners.
- Coordinating product development activities with domestic and international product engineering teams.
- Analysis of competitive products and communication of product positioning relative to competition.
- Analysis of cost and market price levels to guide pricing strategy.
- Coordination with marketing communications team for website presence, trade show activity, and the creation and maintenance of collateral materials including brochures, application guides, case studies, data sheets, and price sheets.
- Coordination with testing labs to ensure product compliance to codes and standards.

Minimum Requirements:

- 5+ years luminaire product marketing experience in the commercial/industrial lighting industry utilizing a lighting sales representative distribution channel.
- Demonstrated ability to translate business requirements into product development plans.
- Strong lighting knowledge and experience working with photometry.
- Proficiency with Microsoft Word, Excel, PowerPoint, and Outlook.
- Excellent written and oral English communication skills.
- Demonstrated leadership skills and experience.

Preferred Requirements:

- Marketing experience in the outdoor or roadway lighting industry
- Experience in lighting sales and marketing to governments and electrical utilities.

Required Education

- Bachelor's Degree in Engineering or Marketing

Additional Eligibility Qualifications

- MBA
- LED technology experience
- Experience with outdoor lighting controls

Competencies

- Leadership skills
- Collaboration Skills
- Communication Proficiency
- Flexibility

Travel

Occasional travel and evening/weekend work for customer events

Supervisory Responsibility

This position has no supervisory responsibilities.