

Head of Product Management

담당 업무

Product planning and strategies:

- Develop proper product segmentation for the markets to capture growth segments in the region sustainability.
- Establish product strategy clarity re. targeted segments, positioning (feature/rel.competitiveness/benefits and close work w/ pricing) and ensure inter-brand and inter-line pricing application
- Active Update of product strategies and roadmap w/ OE and RE market trends, technology trends

Collect and decide product requirement:

- product requirement by markets differences and searching for commonalities and growth opportunities
- understanding the customer requirements bridging to technical requirements
- close understanding of OE requirements and trends and technical implications
- ensure these requirements are translated into requirements to R&D development

Product portfolio management:

- Secure R&D support to implement road map of APAC, drive to discover gaps and actions to close gaps
- Execution of short term product development requests and TLA requests
- Managing phase in and phase out, managing product lifecycle with reasonable complexity, incl. clearing of articles or transfers
- Inform and active coordinate with markets and markets Product management re. changes and additions

Product development and launches:

- Initiating and steering product development process with R&D, and all relevant functions
- Evaluate the product releases with input of market demands and support of controlling to ensure profitable business
- Ensure product launches with support of Launch manager interfacing operations and market launches
- Assisting Sales and Marketing in product launches/presentations and deliver input for product technical and sales literates

Tools and process:

- Owner of Product Premises tool for PLT, work with all supporting central and regional systems, Owner of APAC PPT
- Managing Product databasis, updates and ensures that databasis is implemented in the COD systems



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portfolio analysis and management in compared to main competitors in order to continuously improve our Product competitiveness (incl. performance, positioning, USPs) in cooperation w/ other marketing functions

- Continuously review on product cost and drive for cost optimization.
- drive optimization of product related process to enable speed and efficiency.

People management:

- '- PM knowledge transfer to markets PM
- Establish necessary PM Knowledges (process, tool, analysis etc.)
- Coaching and supervising the PM APAC team
- Coaching markets PM
- managing Priority and allocate necessary resources to ensure implementation of the priorities
- Develop talents for the organization

Input to related functions:

- Identifying business potential for brands with market insights and collaboration with markets and marketing manager
- Input to "Marketing Communication" for developing E37 product communication, esp. make the product performance visible
- Work with brand com manager on product testing strategy, ensure improving product testing voices in markets
- '- acting as core member for PROMT project to ensure market-driven definition of product requirements, development of R&D projects and finally launch into the market
- Tracking with KPI and lesson learned for the business success

지원자 프로 필

- University degree in Economics or Engineering or related subjects with a strong focus in Product Management (combination of technical and commercial knowledges)
- Fluent in English. Chinese is a plus but not a requirement.
- 10 years + experience in product management
working experience in Hanover HQ in and with R&D OE and/or RE, Product management, Marketing and/or - Product Industrialization is necessary
- Rich experience on Market Launch of new product line and brands into the markets with proven success track record
- Project experience needed
- Drive of cross functional team work, initiative and problem-solving,

처우 조건

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