

Head of Product Management

Náplň práce

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



ID pozície
REF98735E

Miesto práce
Šanghaj

Úroveň vedenia ľudí
Leading Leaders

Flexibilita
Onsite Job

Pracovný čas
Plný úväzok

Právnická osoba
Continental Tires Co., Ltd.

-effective

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

Profil kandidáta

- 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,

Čo ponúkame

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