

	
<b>JOB DESCRIPTION:</b>	<b>EMPLOYEE NAME:</b>

<b>JOB TITLE</b>	<b>IMMEDIATE SUPERVISOR</b>
Product Manager	DAP General Manager

<b>IN COLLABORATION WITH</b>	
<ul style="list-style-type: none"> <li>• RMT Marcom Manager</li> <li>• DAP Product Line Manager</li> </ul>	

<b>SUMMARY OF RESPONSIBILITIES</b>
<p>The role is primarily focused on increasing revenue and gross margin generation. The product manager will lead the definition and strategic direction for DAP products and features using market intelligence and customer input as tools to successfully achieve this goal.</p>

<b>ROLES AND RESPONSIBILITIES</b>
<ul style="list-style-type: none"> <li>• Seeking new market opportunities</li> <li>• Initiating market research and sizing markets</li> <li>• Documenting market problems</li> <li>• Analyzing product performance and sale success</li> <li>• Documenting product profitability and operational metrics</li> <li>• Creating and maintaining the business case</li> <li>• Product pricing</li> <li>• Determining buy/build partner decisions</li> <li>• Positioning the product for all markets and all buyers</li> <li>• Documenting the ideal sales process</li> <li>• Providing high-level market and cross-product requirements</li> <li>• Maintaining the product family roadmap</li> <li>• Approving final marketing and go-to-market plans</li> </ul>

<b>SPECIFIC CHARACTERISTICS</b>	<b>REQUIRED QUALIFICATIONS</b>
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<b>Employee signature:</b>	<b>Date:</b>
<b>Supervisor signature:</b>	<b>Date:</b>



**JOB DESCRIPTION:**

**EMPLOYEE NAME:**

- Attention to detail, strong organizational thinking
- Tangible product launch experience
- Excellent team work abilities
- Knowledge of North American and European markets
- Strong oral and written communication skills in English; fluency in French an advantage.

- Bachelors degree (MBA from an accredited US university preferred),
- minimum 5 years product management experience,
- minimum 2 years product management experience within a mobile computing company

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**SPECIFIC INFORMATION (physical requirements, work environment, work relations etc.)**

- Job demands include prolonged sitting.
- Requires ability to travel internationally

**Employee signature:**

**Date:**

**Supervisor signature:**

**Date:**