

# Product Manager

Reports to Marketing Director  
Department: Sales & Marketing  
Exemption Status: Exempt

## Make A Difference Every Day

There are jobs—and then there are careers. The chance to do something meaningful. To challenge yourself. To change an industry. All while surrounded by smart, motivated people on the forefront of the next industrial revolution.

B9Creations is passionate about improving our customers' lives with technology. The 3D printing/additive manufacturing solutions we provide help our customers better serve their customers, creating opportunities for growth around the world.

From giving companies a competitive edge in a global market to preserving jobs by keeping production local, our team is making a difference every day.

## Position Overview

The Product Manager is responsible for developing, implementing, and maintaining the company product line in alignment with overall company strategy, meeting customers' needs to build a sustainable competitive advantage, improve user experience, and grow market share.

You will have a keen eye for gaps in product offerings and an innovative mindset to fill them. You're a highly skilled market analyst with a proven ability to strategize the full lifecycle of product production – from conception and launch to continuous improvement of existing products all the way through end of life.

You will manage products throughout their lifecycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with Marketing, Sales, Product Development, Customer Support and Quality/Manufacturing to ensure continuity in product offering and company goals.

The Product Manager is also responsible for adhering to and promoting the company values by performing duties in a manner that is consistent with being a team leader and supports the continued growth of the company.

**Essential Job Functions:**

- Collaborate with Marketing, Sales, Customer Support, and Product Development to own the product roadmap by translating our competitive differentiator of out-listening the competition into innovative technologies
- Manage the entire product line lifecycle from sunseting legacy products to prototyping and testing new features/products and offers
- Gather and prioritize customer needs and requirements through customer interactions, research, and market data
- Ensure new products are in alignment with business plan, appraising ideas for market viability, defining value in the customers' terms, and defining a clear path to market
- Identify and define functional product requirements and communicate these requirements to all stakeholders
- Work with project leads to translate roadmap into actionable, time-bound plans and execute on those plans
- Drive buy-build-partner analysis with technical and operational leads
- Manage and communicate product and technology roadmap with associated business case information internally and externally. Demonstrate functionality and value proposition of completed products to internal team members and other stakeholders
- Regularly collaborate on pricing, sales analysis, product

positioning, and competitive benchmarking by customer channel and recommend strategies to grow revenue sources and customer bases, improve market position, improve quality or reduce costs

- Collaborate with Sales & Marketing to produce, maintain and update quarterly & annual forecasts and help plan product launches
- Establish and maintain relationships with strategic partners to help bring new offers to market

## Key Success Factors

- Problem solving/Analysis of business & technical considerations
- Ability to link customer's functional requirements to product technical requirements
- Track record of using qualitative and quantitative data to prioritize and drive decision-making
- Strong analytical and synthesis skills, including the ability to absorb and process data into actionable information
- Ability to be creative, strategic, analytical and think outside the box to solve problems
- Technical capacity
- Communication proficiency
- Personal effectiveness/credibility
- Excellent people and management skills to interact with cross-functional teams and third parties
- Time management

- Presentation skills

## Education & Experience Requirements

- Bachelor's Degree in Marketing, Communications, Business, Engineering, or equivalent experience
- 3+ years of Technical Marketing/Product Management/Product Development experience
- Knowledgeable in technology

## Working Conditions and Ergonomic Requirements

- Working conditions are normal for an office environment. Work may require occasional weekend and/or evening work and travel.
- While performing the job duties, the employee is regularly required to use vision to differentiate colors, including close-up vision, depth perception, and the ability to adjust focus for troubleshooting purposes.
- The employee must be able to occasionally lift up to 50 pounds on an as needed basis.
- While performing the duties of the job, the employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls: reach with hands and arms, as well as talk and hear. Employee is frequently required to sit, stand and walk.

## Application Process

Apply at [b9c.com/careers](http://b9c.com/careers) or submit resume and cover letter to [careers@b9c.com](mailto:careers@b9c.com).