

Product Manager - Switzerland

- **Manage portfolio roadmap from new product development through the life cycle**
- **Develop effective brand & product strategy – recommend go to market solutions**
- **Participate on NPD projects, global price setting, ranging & branding activities**

Pure product lifecycle management from NPD, working with global production operations, R&D & engineering process; exposure to RFID & UHF technologies ideal or tangible technical products essential.

Technically savvy with an understanding of process around solution selling, you'll be involved in new product development from conception to prototype to commercialisation and be someone recognised for your strategic thinking and ability to bring R&D, Operations, Supply Chain and Sales together to create clear channels to market.

Key Accountabilities

- Managing product portfolio roadmap from new product development or third-party sourcing through the product life cycle
- Developing, articulating & implementing effective brand & product strategy whilst managing competing priorities
- Collaborating with multiple internal channels including R&D, Sales, Production, Quality, Finance across multiple global locations
- Developing Use Cases & translating into fit for purpose solutions
- Recommending 'go to market solutions' including packaging, pricing model, core messaging, merchandising as appropriate for a solutions or retail product
- Reviewing technical & product marketing communications & providing content to support development of technical training material for the markets (sales, resellers, end users)
- Monitoring global category revenue & gross margin performance versus budget & market share metrics
- Identifying and recommending strategic partners & providing input into the preparation of business plans

Experience & Success Factors

- Able to build credibility & connect with key stakeholders across the organisation and our customers across the industry
- **Proven experience in a pure product management role** with key achievements in conceiving business product strategy & taking it through from **conception (R&D), manufacture, out to market & growth revenue is essential**
- **Product management of a tangible product is essential (hardware, devices, accessories or similar)**
- Achieving results through exceptional collaboration & influencing skills throughout a global organisation
- Detailed and process focused – able to think outside the box - inventive
- The role is based in Lamone, Switzerland and you will **need to be in the office every week**, working collaboratively with our global product management team

If you are someone who excels in understanding the big picture, developing a creative category plan to market, collaborating with multiple channels to influence outcomes, resourceful in your thinking, analytical and able to deal with complexity, this role will present challenges, opportunities and genuine rewards of being part of delivering ingenuity solutions to the agricultural sector.

For further insight into our business, products and innovations visit
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