

JAE ELECTRONICS, INC.
JOB DESCRIPTION

JOB TITLE: Industry Product Manager
REPORTS TO: Industry Marketing Group Manager
POSITION LEVEL: exempt

DEPARTMENT: Marketing
Supervises: None

GENERAL POSITION SUMMARY:

The Industry Product Manager will have responsibility to monitor, analyze, and supervise the product, market and customer development within JAE Electronics' target industries. The individual must identify and follow technology developments at key target leadership accounts within the target industries. Additionally, the individual will be responsible to manage efforts with industry standards groups. Using this information, *the Industry Product Manager* must identify trends that are developing within the industries, and recommend and execute appropriate strategic and tactical maneuvers to further penetrate the industries with JAE products.

MAJOR ACCOUNTABILITIES:

The primary function of *the Industry Product Manager* is to develop new business for JAE within the targeted industries that will benefit both JAE Electronics and the global JAE organization. This includes promotion of existing product(s) into industries and the development and marketing of new products for key customers within these industries. Also managing the development of a new product line extension(s) and/or full new product families. To achieve this goal the *Industry Product Manager* will have a leadership role within the NIMP process. These new product offerings are targeted for either a specific customer and/or industry. *The Industry Product Manager* has identify and justified which market niche(s) have the greatest growth potential for these new products. Using their product and market expertise, *the Industry Product Manager* will be able to provide detailed product line and industry market business plans. These business plans will be utilize by upper management for JAE's global strategic business plans. Full acknowledgement and leadership is required within the appointed committee(s). Works both tactically (40%) and strategically (60%). A good mix of both.

Secondary functions include 1) providing sales support to the RSM and, 2) periodic reporting of the industries market situations for the connector industry.

DUTIES AND RESPONSIBILTIES:

PER CENT

Product Promotion & New Product Development with Customers	50
Industry Investigation / Standardization work	20
Sales Support	20
Analysis, Review, & Reporting	10

CORE COMPETENCIES

- 1.) Product knowledge
- 2.) Logistical knowledge of promotional efforts
- 3.) Market development skills
- 4.) PC knowledge, spreadsheets, word processing, presentation programs

JOB REQUIREMENTS:

Education: Business degree or degree in relevant discipline. Significant connector experience may be considered in the absence of a degree.

Experience: Minimum 7 years working experience in a Sales or Marketing position. Extensive knowledge of the telecommunications and connector industry is required.

Other: Computer proficiency required.