

# ROCKFORD CORPORATION

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Rockford Corporation, located in Tempe Arizona is the leading designer and manufacturer of high performance mobile audio products. We are looking to add a Director of New Product Development to join our Team. This is a highly visible position in the company and we're looking for a good fit for the organization. We offer a casual work environment and great benefits. Our employees are very passionate about their work and are encouraged to bring new ideas and creativity to their jobs.

**JOB TITLE: Director of New Product Development**

## **JOB SUMMARY:**

Directs and oversees New Product Development for multiple categories, communicating across product teams and engineering resources of the Rockford Fosgate brand. Provides a product execution strategy for future products based on the corporate goals as developed by VP of Business and Product Development. Collaborates daily with Engineering, Sales, Marketing, and Supply Chain departments. Must display leadership, product vision, and a competitive based entrepreneurial mind set.

## **ESSENTIAL JOB FUNCTIONS:**

- Prepare the product-specific execution plan as defined by corporate strategy, including resource allocation (internal & external), timing, and costs.
- Manage the Project Managers throughout the new product development process to ensure delivery of new products that are ergonomically correct, cosmetically up-to-date, and meet target specifications, costs, and timing.
- Responsible for assembling the testing and evaluation data of competitor products and for summarizing this data in a form that is provided to Sales, Marketing, Customer Service, and Technical Specialists on a regular basis.
- Responsible for defining which specifications will be published per product category in order to maintain consistency across all communication channels.
- Develop training material on all new products prior to public launch in order to educate internal staff and equip sales team with appropriate collateral.
- Mentor the Project Managers to ensure their career growth.
- Travel, as needed, to manage product development and to gain a good perspective of both dealer and distributor feedback on Rockford Corp products.
- Manage OEM resource requirements for project management.
- International travel as needed for product development needs.

## **NON-ESSENTIAL JOB FUNCTIONS:**

- Work with Electronic Industries Association.
- Create industry specific product standards
- Combine product and industry knowledge for strategic alliances

## **JOB QUALIFICATIONS:**

- Strong leadership skills
- Bachelor's degree or equivalent experience
- Background in motorsports, motorcycles, marine a plus (sales or installation)
- International sourcing experience
- Minimum of 5 years experience in Mobile Electronics industry
- Minimum of 3 years experience managing multi-function employees
- Have a good understanding of the Mentor/Employee relationship

Interested applicants, send resume and cover letter to [jobs@rockfordcorp.com](mailto:jobs@rockfordcorp.com).

This position is based in Tempe Arizona. No relocation assistance provided.

To learn about Rockford, please visit us at [www.rockfordcorp.com](http://www.rockfordcorp.com). We are an equal opportunity employer and value diversity in the workplace.