

ROCKFORD CORPORATION

TITLE: Product Manager

SUMMARY: Rockford Fosgate is seeking a product manager to join its New Product Development team. This position will report to the Director of NPD.

RESPONSIBILITIES:

- Brainstorming new product and category concepts in the mobile audio space
 - Source units, speakers, amps, DSP management, vehicle level integration, future growth categories
- Product innovation in support of technology shelf
- End user and distributor research (ethnography)
- Marketplace awareness/understanding
- Using inputs of end user and brainstorm to inform 5-year product roadmap
- Defines product requirements, specs, to yield class-leading audio products
- Pricing, margin, annual quantity estimation
- Positioning of product in price point and feature level strategy
- SKU rationalization
- Driving feature/benefit analysis through the development process in support of outward marketing campaign
- Creation of product proposals based on approved roadmap
- Product owners and shepherds throughout product development process
- Comfortable and confident giving presentations to room of internal and external stakeholders (PPT)
- Collaboration across departments (marketing, engineering, sales, supply chain, finance)
- Create, drive, and execute 5 year product roadmap
- Provide customer, sales, tech support training in support of new product launches
- Travel to support customers, factories, and shows both regionally and internationally (approx. 10-25%)

MINIMUM QUALIFICATIONS:

- Bachelor's degree in marketing, engineering, business or other relevant discipline
- 5-10 years of experience as a product manager
- Strong organizational skills
- Stage gate process understanding
- Prior experience/passion in audio applications
- Knowledge of automotive, motorcycle, motorsports, marine brands

PREFERRED QUALIFICATIONS:

- PMP, CAPM, Scrum Master, or other project management discipline certification

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.