

977 – Product Manager – Semiconductor Chemicals - greater Boston, MA area

Purpose

The division offers unique, high-technology chemistries for the global silicon semiconductor, compound semiconductor and performance materials markets.

This member will be assigned key projects to support global Marketing and Sales organizations in the development of value capture activities.

Manage assigned projects to drive global sales revenue and profitability by using most appropriate and available marketing channels.

Ownership of the marketing mix (4 P's: Product, Promotion, Price, Place) of assigned product lines/area.

In alignment with Global Marketing, develop, plan and manage execution of global marketing campaigns and other promotional/marketing activities in a timely manner.

Support group's efforts to meet individual, department, business unit, and company objectives.

Essential Job Functions

- Develop and maintain sales and marketing tools that manage sales forecasting and model different business scenarios
- Develop pricing and value management tools for the marketing and sales teams
- Assist in developing processes and procedures needed to evaluate new product and business opportunities, i.e. custom products/development
- Manage and drive the marketing mix (4 P's) of all product/projects assigned
- Develop and execute a product line/areas promotional plan, plan and budget the resources necessary to achieve the plan, and oversee all aspects of the promotional process to ensure the success of the campaigns for assigned product areas.
- Report progress to goal using common key performance indicators and analysis reports developed by the group.
- Work with Global Strategic Marketing and Sales Development to devise new product launch strategies
- As needed conduct field sales support, travel and training in coordination with various training depts.
- Conduct competitor landscape analysis and yearly overall pricing review.
- Provide input to Global Marketing on product life cycle – new product ideas, deletion of existing products.
- Analytical capability as well as data management skills
- Recommend programs and develop initial technical and value assessments, leading to creation of high-value, customer-need focused product development programs which fit Company's core competencies.
- Coordinate the technology development and commercialization of new offerings within company stage and gate system

Requirements

Education Undergraduate degree in science, engineering

MBA, advanced business degree or equivalent experience preferred

Critical: Global Business & Marketing Acumen / Financial Acumen.

Authoring business plans, technical insight and knowledge with thorough understanding of semiconductor processing and in depth knowledge of market.

Ability to handle ambiguity, change and risk. Enthusiastic.

Excellent oral and written communication skills including marketing campaign material development

Excellent interpersonal skills in a competitive environment

Ability to gather and analyze data, and work with complex systems to extract reports and information.

5 + years of experience in the semiconductor, display, or energy market segments desired

Thorough understanding of P&L with good analytical skills.

Global experience with ability to interface effectively in various international and cultural setting.

Computer Skills: MS EXCEL, PowerPoint, SAP, BI,

To apply for this position please send your resume and cover letter (optional) to,

drh@austinprosearch.com include the position number 997 and title in the subject line

Thank you,

Doug Harrington, CPC
(512) 795-9059