



NOVA FLEX[®]

We're looking for a Product Manager to join our team.

LOCATION // ST. CLOUD, MN

POSITION DESCRIPTION

Reporting to the Product Marketing Manager, this individual will be a champion for all major product offerings in the assigned niche segment. Will work closely with the Technical Manager on product testing and verification of performance, quality, reliability and safety. Will also work extensively with Marketing, Purchasing, Production, Sales and Customer Service with activities related to new product development and launch, and maintenance of existing products.

KEY OUTCOMES

1. Develop and launch new products per market research and Leadership Team direction, and the resulting product roadmap. Drive all related projects to completion per target timetable.
2. Maintain performance, quality, reliability, safety and compatibility of existing products.
3. Work with marketing to ensure product specifications are accurate and complete.

JOB RESPONSIBILITIES

MARKET ANALYSIS

Initiate needed market research with the Marketing Team (trigger them to engage with the Agent Focus Group and Sales) to identify and target key new products per assigned niche, and understand market potential, required attributes, and key competitors. Be consistently well-versed relative to industry trends and market conditions related to these targets, and informed about key market leaders.

- Also initiate competitive benchmarking and research for all new products on the roadmap, to assist with identifying key Nova product reqs, strengths and weaknesses, to assist with product planning and positioning. Be well-versed and aware of key customers, competitors and manufacturers per assigned niche.

DRIVE NEW MARKET DEVELOPMENT PROJECTS

From inception to launch, per process, including all related communications with the manufacturer, planning and timeline management, coordination of testing with Technical Manager, coordination of specification document creation with Technical Manager and Graphic Designer, launch planning with Marketing, and execution of internal Nova training.

- Product Specification Documents: In collaboration with the Technical Manager, evaluate supplier technical reports and lighting data to verify accuracy, and incorporate into product specification documents. Determine needs for detailed installation instructions, and direct actions to address those needs (e.g., text, pictures, videos, related).
- New Product Validation: In collaboration with the Technical Manager, validate new product safety, sustainability and reliability.

SUPPLIER RELATIONSHIP MANAGEMENT

Establish and maintain relationships with key supplier contacts and conduct quarterly meetings to help drive new product development, address opportunities and challenges with existing products, and drive a high level of mutual respect and motivation. Monitor each supplier's performance via the supplier scorecard.

TECHNICAL EDUCATION

Work with sales, marketing, customer service, and production to provide key product details and information to support and assist sales and production.

CONTINUOUS IMPROVEMENT

Assist in solving technical challenges while implementing internal measures to improve overall customer satisfaction.

CUSTOMER ORIENTATION

Constantly strive to know customer needs with current product offerings and make adjustments as necessary to alleviate those pains.

QUALIFICATIONS

- Bachelor's degree in Business, Electrical Engineering or related field.
- Technical aptitude (electrical, specifically).
- 5 years of Product Management experience in a similar capacity.
- International business experience, ideally with manufacturers in Asia.
- Entrepreneurial spirit and approach, to actively seek out change, innovation, service and continuous improvement.
- Exceptional communication, organizational skills and project management skills, and high attention to detail.
- Must be flexible, and able to effectively prioritize multiple tasks in a fast-paced environment.
- Creative and data-oriented problem solver.
- Diligence in adhering to documentation policies, procedures and internal control systems.
- Lighting experience, including B2B, and experience working in a small, rapidly growing company, are notable pluses.
- International and domestic travel will be required.



Brightening lives for 10+ years, Nova Flex LED makes custom linear LEDs easy!

Leading the LED Industry in Service

Since 2009, when first being asked to cut and solder LED tape prior to delivery, we've been committed to making lighting easy for our customers and Agent partners. It's our mission to deliver the highest level of customer service in the industry and continually expand our product offerings. We've expanded from LED tape to flex neon, channels, universal power supplies and RGBW flood and wall washing fixtures.

Today, our LED lighting products are used in/on stadiums, skyscrapers, hotels, casinos, educational institutions, restaurants, retail stores, health clubs, churches and more across the country. We're second to none in our customization and personalization!