



<b>Job Title:</b>	Benchtop Product Manager	<b>Position Type:</b>	Full Time
<b>Location:</b>	Laughton, East Sussex	<b>Travel Required:</b>	25% minimum
<b>HR Contact:</b>	Tony Larkin	<b>Date posted:</b>	5 <sup>th</sup> January 2018
<b>Job Description</b>			
<b>PURPOSE OF JOB</b>			
<p>To ensure that Quorum Technologies will continue to meet the needs of our customers (and potential customers) whilst maximising the profits of the company by gathering and prioritising product and customer requirements, setting a product vision and strategy, and then working with engineering, sales and operations to introduce new products that make a difference.</p>			
<b>ROLE AND RESPONSIBILITIES</b>			
<p>The Benchtop Product Manager is the person within Quorum Technologies who is the expert on market needs, with a deep understanding of electron microscope applications, sample preparation techniques and competing products. He or she owns the strategy behind the product roadmap for Quorum's benchtop range of sample preparation products, including Sputter Coaters, Critical Point Dryers, Freeze Dryers and Plasma Ashers. The Product Manager will conduct competitor analysis and market research to identify trends in the market and determine "why" the company should develop a new product and "what" is required. The Product Manager will work with engineering to determine "when" it can be delivered and will then be responsible for ensuring delivery of the new product according to the plan. The Product Manager is ultimately responsible for the product's success or failure.</p>			
<p>The Product Manager will be responsible for Market Research and developing the Product Roadmap. This includes:</p>			
<ul style="list-style-type: none"><li>• Maintain knowledge of electron microscope innovations and keep abreast of new sample preparation techniques and methodologies;</li><li>• Ensure customer focus by forming close relationships with key OEMs, distributors and end-users;</li><li>• Develop methods to measure end-user satisfaction in order to identify ways of improving existing products and services;</li><li>• Design qualitative and quantitative research plans for products in all stages of the Product Life Cycle e.g. research questionnaires and moderator guides;</li><li>• Research and analyse market trends in electron microscope sample preparation and related technologies;</li><li>• Identify target markets and strategies to reach them;</li><li>• Identify and evaluate business opportunities through Voice of Customer (VOC) activities like analysing customer needs, market drivers, technology developments, intellectual property landscape, regulatory drivers, and competitive positioning, leading to the creation of a robust product roadmap.</li></ul>			
<p>The Product Manager will be responsible for translating business opportunities into actionable business cases. This includes:</p>			
<ul style="list-style-type: none"><li>• Apply results of Market Research to place end-user requests into a broader context e.g. identify if a given request for additional functionality applies to a broad market or is unique to a given end-user, and quantify the perceived value of that functionality;</li><li>• Develop compelling business cases for identified opportunities, including market segmentation, product positioning, detailed financial analysis, and market risks;</li><li>• Present findings and suggestions to company directors and other senior managers and document conclusions in a preliminary requirements document.</li></ul>			
<p>The Product Manager clearly articulates the business value to the product team, defines the features and requirements necessary to deliver a new product to market, and manages the project's progress throughout the development phase. This includes:</p>			
<ul style="list-style-type: none"><li>• Generate the project scope statement from the preliminary requirements document in collaboration with engineering and marketing team members;</li><li>• Ensure robust project plans are developed and updated for each project.</li></ul>			



- Take responsibility for ensuring that relevant Gate checklists & reports are completed. Prepare regular updates/reports for senior management.
- Motivate and monitor internal and/or external resources to accomplish all tasks and milestones;
- Provide collaborative leadership on new product development projects, considering trade-offs via cost/benefit analysis to ensure delivery of critical customer requirements;
- Work with relevant functions (commercial, design, service, purchasing, production, etc) to ensure that the priorities are understood and that capabilities exist across all relevant functions to deliver on time;
- Ensure transparency around project change requests, unforeseen results/events and identified risks and ensure that they are properly managed and communicated. Ensure that all opportunities are captured and acted upon;
- Serve as the key contact for stakeholders, and an escalation point for program/project issues. Effectively communicate appropriate information on the product's progress to stakeholders in a timely manner and to achieve desired understanding and support;
- Initiate the development and implementation of project management requirements, processes, methods, techniques, tools and guidelines;  
Introduce new systems/ways of working to maximise efficiency.

#### **QUALIFICATIONS AND EDUCATION REQUIREMENTS**

Relevant Degree in Engineering, Marketing or a related field.

#### **REQUIRED EXPERIENCE**

##### **The successful candidate will have:**

5+ years of product marketing experience in electron microscopy, vacuum equipment, scientific instrumentation, medical devices, diagnostics, laboratory, or similar R&D environment required;

Experience of Electron Microscopes and related sample preparation equipment;

Knowledge of and the ability to implement a wide range of quantitative, qualitative and desk-based techniques for market research;

Data management and computational skills;

Excellent written and oral communication and presentation skills in English;

Familiarity with building and analysing business cases;

Strong project management skills (methodology, tools and reporting);

Experience taking products from the beginning of the new product development process through to commercial release;

Strong time management and prioritization capabilities;

**Demonstrated ability to influence others without having direct authority.**

#### **PREFERRED SKILLS**

Experience in market research in Asian markets would be a significant advantage;

Hands-on approach – for example, Quorum does not currently have an internal Market Research function, the Product Manager must gather the required information directly;

Willingness to work under pressure and to deadlines;

Interest and ability to understand the science and interface with key opinion leaders;

Ability to stay focused on the strategic and not get bogged down in fire-fighting;

A desire to grow and get involved in the wider business decisions and participate in strategic developments in the company.

Foreign language skill would be an advantage.

Must be willing to travel both within the UK and internationally for at least 25% of time, in order to attend sales events and to meet with key customers and opinion leaders for market research purposes.



**REPORTS TO:**

Managing Director

**LINES OF COMMUNICATION TO:**

Sales, Operations and Engineering

**ADDITIONAL NOTES**

NA

Written by:	Tony Larkin	Date:	January 3, 2018
Approved by:	Robert Hennig	Date:	January 4, 2018
Last Updated by:	Tony Larkin	Date:	January 5, 2018