



Job Title:	Product Manager	Position Type:	Full Time
Location:	Laughton, East Sussex, UK	Travel Required:	25%
HR Contact:	personnel@quorumtech.com	Date posted:	October 11, 2019

Job Description

MAIN PURPOSE OF JOB

The Product Manager is a new role, created to ensure that Quorum Technologies will continue to meet the needs of our customers (and potential customers) whilst maximising the profits of the company. The Product Manager will achieve this 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.

RELATIONSHIPS

REPORTS TO: Managing Director.

RESPONSIBLE FOR: No direct reports.

INTERACTS WITH: Sales team, channels and end-users for market research, Development and Operations department for new product planning.

ROLE AND RESPONSIBILITIES

The Product Manager will be responsible for developing and delivering the product roadmap for Quorum's range of sample preparation products, including Sputter Coaters, Cryo Transfer systems and stages, Critical Point Dryers, Freeze Dryers and Plasma Ashers. As such, the role requires a deep understanding of electron microscope applications, sample preparation techniques and competing products, as well as experience in market research and new product development.

As most of Quorum's revenues come from outside the UK, establishing close relationships with key customers and OEMs in the US, Europe and Asia will be key to success. Therefore, the role will require significant amounts of overseas travel, at least one week per month, possibly more.

The Product Manager works with the Managing Director to set the product vision and strategy. This role defines the release process and identifies the cross-functional activities necessary to bring the product (or feature) to market. The Product manager then continues to monitor the performance of the product through the entire lifecycle of that product. Tasks include:

- Interview customers to ensure the strategy addresses customer needs above all else;
- Meet cross-functionally to align product goals with what the rest of the organisation wants to accomplish;
- Think about the future – the strategy should not be driven by current needs, rather the long-term health of the product;
- Communicate the long-term vision for the product and plans for getting there in formal product roadmaps.

The product manager creates the product roadmap to capture the strategic plans and timeline for what the product team will deliver. They are also responsible for collecting ideas, prioritizing them, and adding them to the roadmap. Tasks include:

- Ensure new ideas are documented in Vision Statements;
- Prioritise features by designing a goal-first roadmap that ranks customer requests against your goals;
- Set out a timetable for release dates and select which features to highlight on each release;
- Share the roadmap with stakeholders, including Engineering, Marketing, Sales and Management.

The product manager has a deep knowledge of the product, the market, and customers. They are responsible for both strategic and tactical activities and can easily switch between an internal and external focus. Task include:

- Maintain knowledge of electron microscope innovations and keep abreast of new sample preparation techniques and methodologies;
- Design qualitative and quantitative research plans for products in all stages of the Product Life Cycle e.g. research questionnaires and moderator guides;
- Ensure customer focus by forming close relationships with key OEMs, distributors and end-users;
- Conduct competitor analysis and market research to identify trends in the market
- Develop methods to measure end-user satisfaction in order to identify ways of improving existing products and services;
- 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.

The Product Manager will be responsible for translating business opportunities into actionable business cases. This includes:

- 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;
- Develop compelling business cases for identified opportunities, including market segmentation, product positioning, detailed financial analysis, and market risks;
- Present findings and suggestions to company directors and other senior managers and document conclusions in a preliminary requirements document.

The product manager leads the cross-functional product team. They work closely with teammates in engineering, marketing, sales, and support. They communicate the product vision and plan to executives and others (including customers and partners) who are invested in the success of the product. Tasks include:

- Ensure that everyone understands “why” the product is being developed by means of a project scope statement prepared in collaboration with engineering and marketing team members;
- 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;
- Provide collaborative leadership on new product development projects, considering trade-offs via cost/benefit analysis to ensure delivery of critical customer requirements;
- Document commitments in robust project plans that are developed and updated for each project;
- Take responsibility for ensuring that relevant Gate checklists & reports are completed. Prepare regular updates/reports for senior management;
- 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;
- Motivate and monitor internal and/or external resources to accomplish all tasks and milestones;
- 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.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

Relevant Degree in Engineering, Marketing or equivalent practical experience.

REQUIRED EXPERIENCE AND SKILLS

The successful candidate must have:

Experience of Electron Microscopes and related sample preparation equipment is essential;
5+ years of product marketing experience in electron microscopy, vacuum equipment, scientific instrumentation, medical devices, diagnostics, laboratory, or similar R&D environment required;
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 EXPERIENCE AND 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 firefighting;
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

ADDITIONAL NOTES:

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.
Valid driving licence and passport required.

Key Words: product manager | electron microscopy | sample preparation | scientific instrumentation | road map | market research