

Job Title:	Product Manager	Position Type:	Full Time
Location:	Laughton, East Sussex	Travel Required:	25% minimum
HR contact:	personnel@quorumtech.com	Date posted:	3 rd May 2018

Job Description

PURPOSE OF JOB

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.

ROLE AND RESPONSIBILITIES

The Product Manager is a senior management position, reporting directly to the Managing Director.

The Product Manager will be responsible for developing and delivering the product roadmap for Quorum’s range of sample preparation products, including Sputter Coaters, 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 will be responsible for Market Research and developing the Product Roadmap. This includes:

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

- Generate the project scope statement from the preliminary requirements document in collaboration with engineering and marketing team members;
- Ensure robust project plans 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.
- 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:

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 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