



## PRODUCT MANAGEMENT SPECIALIST

### Objective & Purpose

The Product Management Specialist will assist in the growth of the company's product portfolio by identifying potential products; conducting market research and generating the product requirements and other tasks as required to bring new products to market.

Assist the marketing team in the development of all technical product collateral as required for new product introductions that communicate product features and functions.

### Principle Duties & Responsibilities

- Product feasibility analysis for new products, upgraded products and existing products considering sales volumes, pricing data and production cost
- Assist in defining product requirements through customer and market research including (1) Emerging Technologies, (2) Market Requirements, (3) Competitor Product Analysis, and (4) Customer Requirements
- Assist in the development and maintenance of the 2-3 year Product Roadmap bringing new products to market by analyzing proposed product requirements, product development programs, return-on-investment analyses and overall New Product Introduction schedules across Sales, Engineering and Operations
- Product and/or Product Category profitability analysis experience would be considered an asset
- Lead and/or assist in the creation of technical content for product documentation which includes brochures and installation instructions
- Assist marketing with technical product content for the purpose of product setup and installation video's
- Provide technical product presentation for sales and/or customers including product application, overviews, setup, & installation
- Ability to travel both domestically and internationally while possessing or ability to possess a valid passport

### Education, Training & Experience

- University degree or College diploma – Preference for related technical field
- 2-3 years product management experience
- Knowledge/experience of HVAC and/or electronics preferred
- Experience in related areas such as the following would be considered an asset
  - Understanding the Customer
  - Product Development/New Product Introductions
  - Requirements Analysis
  - Competitive Market Analysis



### Skills and Competency Requirements

- Experience working in collaborative cross functional teams to deliver new products to market
- Ability to communicate and work with technical and non-technical staff to define product requirements
- Experience in business case analysis, commercial issues, profit and loss analysis preferred
- Team player with strong written and verbal communication skills and the ability to work with diverse internal and external customers
- Hands-on and detail-oriented, and able to deliver results in a fast-paced environment with many competing priorities
- Understanding and working knowledge of HVAC products within a design and manufacturing environment consider an asset
- Demonstrated understanding of product release cycle's as it relates to new product introductions would be consider and asset, but not mandatory
- Ability to organize, plan and prioritize work
- Exceptional attention to detail
- Strong computer skills (MS Office Suite, SYSPRO, JIRA, etc.) considered an asset

Only those who will be considered for the next step of the application process will be contacted. Interested applicants should submit their resume to Jodi Mattatall @ [Mattatall.j@greystoneenergy.com](mailto:Mattatall.j@greystoneenergy.com)