

# PRODUCT MANAGER – ROSEVILLE, CA – REF 5770

## DESCRIPTION

You will be responsible for the overall management, strategic focus, and overall profitability and success of assigned product lines.

Create product types to address client demand by overseeing the design, development, and marketing of new products, including compliance, legal, technology, operations, training and marketing, for one or more divisions, or market segments within specified products lines. Identifies and establishes products and programs based on assessments of the competitive environment, identification of market segments, product positioning, pricing, and profitability.

Review and modify existing products to maximize profitability and meet customer needs through ongoing analysis, cost containment, and pricing. Review new developments in the market, evaluates potential products within specified product lines.

Develop a marketing strategy and establishes marketing objectives for each assigned product. Work with advertising, public relations personnel, and production units to develop effective programs to sell the product(s) including product goals, promotions, and incentives.

Develop and maintain a marketing/promotional calendar to promote products within the product lines.

Evaluate the success of products through employee and client surveys and focus groups and recommends changes in the product or marketing strategy.

Provide initial and ongoing product/sales training for production unities. Serve as the product expert for the product line.

Responsible for providing knowledge training to Bank employees including developing training material as well as facilitating training of all products within the product line. Oversee vendor relationships including initial and ongoing vendor reviews and due diligence.

- Ensure the quality of the products and services offered, working with vendors or Bank departments to maintain high levels of service
- Conduct periodic product reviews to determine product use, profitability, and competitiveness, Monitors and evaluates the activities and products of the competition
- Introduce new products, eliminate underutilized products, or modifies existing products to meet the needs of the market and improve profitability of the product line
- Oversee the implementation of new products and product changes
- Provide information and assistance to Management and vendors, when necessary, to competitively and profitably price the product
- Manage day-to-day progress of product(s) including pricing, product training, sales support, and marketing
- Provide technical expertise and training to other departments in support of the product(s)
- Identify partnering opportunities for complementary third-party products to broaden company's product line

## QUALIFICATIONS:

- Bachelor's Degree with minimum of 7+ years related sales/product management experience required including product marketing, presentation, and writing skills, or equivalent combination of education, training, and experience required.
- Proficient with MS Office suite and Internet
- Possess excellent human relations, communications, and business writing skill
- Able to comprehend and interpret Bank policies and procedures
- Must be able to travel throughout bank's footprint to perform required duties (less than 25%)

RELOCATION ASSISTANCE AVAILABLE

SEND RESUME AS AN MS WORD ATTACHMENT TO [diane@dmstone.com](mailto:diane@dmstone.com)