

## **POSITION SPECIFICATION**

**POSITION:** Global Product Line Manager (PLM) LED  
**COMPANY:** SL Power Electronics Corp  
**LOCATION:** Ventura, CA  
**REPORTS TO:** Director, Global Product Management & Marketing  
**DIRECT REPORTS:** No

### **KEY RESPONSIBILITIES:**

This role is responsible for the development and execution of all short-term and long-term strategic objectives and business plans for LED product lines. This includes: multi-generation product roadmaps; strategic pricing and price realization; stage-gate product development processes and marketing activities; and opportunistic strategic partner development. Responsible for leading demand creation and product positioning activities across the sales organization to drive sales, profitability and market share while achieving strategic and financial objectives.

### **ESSENTIAL FUNCTIONS:**

- Manage P&L for the product line with a focus on achieving financial objectives.
- Develop and execute to a strategic plan for the product lines, including multi-generation product roadmaps and supporting business cases.
- Deploy and maintain product lifecycle management for the product lines with a focus on product Vitality Index, and proactive prioritization of product development portfolio based on technology position, market and/or commercial position, time to maturity, associated risk and opportunity value.
- Conduct voice of the customer (VoC) interviews through customer visits, industry association participation and competitive research, and feed identified market needs and benefits into point of views (PoV), product positioning, pricing strategy, product commercialization and launch strategies and product life cycle planning.
- Embrace SL Power proprietary use of the New Product Blueprinting process to discover profitable organic growth LED sub-segments.
- Manage pricing bands for the product line with a focus on meeting price realization objectives.
- Maintain current knowledge and expertise of product technologies, new product designs, competitor capabilities and practices, market conditions, and market channels.
- Develop and coordinate marketing programs and communications materials for all sales channels.
- Travel to Asia & Mexico can represent 25% of work time.

### **EDUCATION AND EXPERIENCE:**

- Bachelor's degree required; Engineering or technical degree preferred.
- Requires 5+ years of experience in Program Management; or a combination of Program Management with some Engineering and/or Product Development Management.
- Experience in electronics New Product Development (NPD) programs required; experience in power electronics NPD programs preferred.

- Intermediate understanding of sourcing practices, quality systems, manufacturing processes, and design phases.
- Demonstrated success managing multiple, shifting priorities and deadlines.
- Fully demonstrating to proficient in Program and Project Management methodologies, processes and tools. Project Management Institute (PMI) accreditation (PMP) preferred.
- Able to develop constructive and effective working relationships in a matrixed environment with global teams that include individuals from within and outside of the organization.
- Proven Leadership skills - capability to lead change in a matrixed environment across multiple sites and customers globally.
- Excellent communication and presentation skills – both verbal and written – with demonstrated ability to deliver necessary status reports and technical presentations to management teams and customers.
- Strong analytical skills and business acumen.
- Willing to collaborate/communicate across different time zones (e.g., EMEA & Asia).