

Product Manager

As a proud advocate for manufacturing in the U.S.A., Kenall has become a champion in developing advanced lighting solutions, systems and controls for high abuse, transportation, security detention, and sealed enclosure for healthcare, cleanroom, containment and food processing environments. The following opportunity is currently available:

Acting as a unifying force behind Kenall's product strategy and execution, the Product Manager will lead marketing activities from the initial planning phase through execution to position Kenall's "best in class" products in the marketplace, ensuring our competitive advantage and driving results. The Product Manager will partner closely with our sales and product development teams to identify new opportunities, develop marketing and communication plans, and monitor product and market metrics.

Responsibilities:

- Lead the internal process of creating business, marketing and product plans
- Conduct competitive research and market analysis
- Develop and maintain a network of key players within the lighting industry (specifiers, agents, etc.)
- Determine future market potential to ensure profitable revenue growth opportunities

Qualifications:

- 5+ years lighting industry experience (marketing, technical, applications, sales, etc); solid state lighting preferred
- BA/BS degree with a concentration in Marketing, Business, Communications, Mechanical or Electrical Engineering preferred
- Proven experience in marketing and branding technical products with technical product specifications
- Significant experience with product line/product portfolio planning
- Ability to assess new markets and pioneer business development
- Experience creating training and collateral materials including PowerPoint presentations, literature and video
- Ability to understand complex situations/problems and distill to basic facts as it relates to market insights and voice of the customer
- An understanding of manufacturing business concepts, methods, product design and materials
- A roll-up your sleeves attitude; action-oriented self-starter who works well in a team environment
- Superior presentation, verbal and written communication skills
- Occasional travel

Committed to advancing the state of lighting, Kenall is an established organization with a proven track record of excellence and great corporate culture. If you share our drive, professionalism and enthusiastic spirit and would like to be a part of a growing organization, we would like to hear from you. Please apply online at <http://goo.gl/qza98m>