



ii. COMPANY:

CDM is a leading international company in noise and vibration isolation systems for building construction and industrial applications. CDM is active in engineering, production and implementation of resilient systems in more than 30 countries worldwide with 7 own foreign subsidiaries, 2 assembly workshops and 1 manufacturing plant, employs about 40 people, and is recognized to be the market leader in its field. To support our worldwide activities, we are looking for a

Product Manager

ii. PURPOSE OF THE JOB:

We are currently looking for a self-motivated Product Manager to join our growing team and help us to support our global expansion. You will be responsible for the marketing and technical aspects of a strategic product family.

In this position, you will work closely together with the team within the Technology Department and the Sales & Marketing Manager. A willingness to work in a team environment, following the standards we have in place is a must.

You will be reporting to the Technology Manager and Sales & Marketing Manager.

ii. MAIN DUTIES & RESPONSIBILITIES

The main responsibilities of the Product Manager are:

Marketing:

- ii.** Drive the entire vision of the existing and new product family to keep the business relevant and competitive
- ii.** Create timelines and roadmaps for developing the product
- ii.** Conduct market research to identify user's needs and gain a deep understanding of customer experience, identify and fill product gaps and generate new ideas that grow market share, improve customer experience and drive growth
- ii.** Act as a product evangelist to build awareness and understanding
- ii.** Benchmark market competition by comparing the company's products to competitors' products.
- ii.** Obtain product market share by working with sales department to develop product sales strategies.
- ii.** Determine product pricing for worldwide selling of his/her product family by utilizing market research data; reviewing production and sales costs; anticipating volume; costing special and customized orders.
- ii.** Provide information for management by preparing short-term and long-term product sales forecasts and special reports and analyses; answering questions and requests.
- ii.** Drive product launches including working with public relations team, executives, and other product management team members



- Evaluate promotional plans to ensure that they are consistent with product line strategy and that the message is effectively conveyed

Technology:

- Translate product strategy into detailed technical requirements and specifications for the products family.
- Lead the D&D programs to improve the products from cost and performance point of view.
- Ensure conformity with applicable normalization and standardization.
- Work closely with engineering services to deliver with quick time-to-market and optimal resources.
- Maintain professional and technical knowledge by attending educational workshops; review professional publications; establish personal networks; participate in professional societies.
- Maintain in-depth knowledge of products, solutions, and company offerings;

Sales Support:

- Develop and maintain the technical and sales package documentation in collaboration with Communication Manager
- Be recognized as the technical expert in his/her field and the go-to person for more detailed product knowledge
- Train and support the key account engineers to make sure they can prepare quotations and technical information in correspondence with project specifications
- Assist the Branch Managers for product presentations when and where needed.

• PROFILE:

- Master degree in Industrial, Civil or Business Engineering
- 3+ years of product management or other relevant experience
- Knowledge of building construction market. Knowledge of building acoustics is an asset.
- Experience working with designers to design and iterate on products
- Ability to be creative, strategic, analytical, and think outside the box to solve problems
- Strong project management and time management skills
- Interpersonal skills with keen ability to explain complex concepts across the organization and to large audiences
- Excellent English
- Other languages are an asset

• OFFER:

- An interesting position within a growing international company
- To be part of a young and dynamic team
- Attractive salary with benefits



INSPIRED?

Reach out to guillaume.carels@cdm.be for more information!
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