

## Job Description

**Title:** Product Manager

**Location:** Sto Americas Headquarters, Atlanta, GA 30331

**Reports to:** Director, Product Development

### **Responsibility:**

Lead a consistent product and system strategy in the coatings category for Sto Corp. and Sto LATAM. This includes product planning and execution throughout the product life cycle, gathering & prioritizing product and customer requirements, defining the product development direction, and working closely with all departments and support personnel to ensure revenue growth and customer satisfaction goals are met.

### **Essential Duties & Responsibilities (includes, but not limited to):**

- **Strategy:** own and lead the development and implementation of marketing plans within the coatings category according to the company's stated strategy
- **Product Development:** lead and manage product ideation, incubation, development, testing, production, rollout and performance analysis for new products
- **Category Management:** responsible for productivity, profitability, brand awareness, customer acceptance and lifecycle management of existing products within the coatings category
  - Partner/collaborate with key stakeholders in sales, marketing, operations, finance and customer service to ensure superior performance and growth for the entire product portfolio
  - Establish ongoing expertise with respect to the market segment, industry, and competition
  - Responsible for product forecasting to determine appropriate inventory levels
  - Set pricing levels to meet revenue and profitability goals across all channels
  - SKU management: generate recommendations for new product additions and product deletions
  - Organize, plan, and execute large-scale projects from creation through implementation while fostering team collaboration and task commitment

**Knowledge/Skills/Abilities:**

- Bachelor's degree in Architecture, Building Science, Marketing, Business or related field
- Minimum of 5+ years successful sales and product marketing experience in the coatings market segment of the construction industry or previous experience shows the use of skills necessary to execute this position successfully
- Spoken and written command of English and Spanish
- Knowledge of the financial components of product and marketing management, including product profit contributions (cost, pricing, mix), P&L statements, budgets and other financial metrics
- Strong leadership skills and ability to thrive in results-oriented environment
- An affinity for current digital technologies is essential
- Ability to define problems, gather data, establish facts, and draw valid conclusions
- Excellent oral and written communication skills and strategic listening skills are necessary to effectively exercise tact, discretion, judgment and diplomacy when interacting and/or negotiating with all levels of internal and external customers
- Strong organizational skills - attention to detail and Self-Motivator - willing to take the initiative
- Creative innovator with entrepreneurial spirit
- Ability to travel independently, as needed (25% or more) and manage travel schedule (including international travel)
- Active, lifelong learner mentality

**To Apply:**

Submit your resume and cover letter to [Jobs@StoCorp.com](mailto:Jobs@StoCorp.com). Job ID: PM-Coatings