

## Job Description

**Title:** Product Manager

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

**Reports to:** Director, Product Development

**Purpose:**

Sto Corp. (Sto), a global innovation leader of building enclosure systems and high-performance facades coatings, is seeking a **Product Manager**. The ideal candidate will lead a consistent product and system strategy for Sto Corp. and support Sto Canada Ltd. The scope of work will include 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. Work with Marketing Communications to create marketing collaterals and samples.
- Category Management: responsible for productivity, profitability, brand awareness, customer acceptance and lifecycle management of existing products.
  - 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.

*This is not a comprehensive listing of all duties or responsibilities that are required for this job.*

**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.
- Excellent command of the English language, both written and spoken; bi-lingual would be an asset.
- 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 (25% or more), including international travel as needed; and ability to manage travel schedule.
- Active, lifelong learner mentality.

**To Apply:**

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