

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 rainscreen category for Sto Corp. and support Sto Canada. This includes product planning and execution throughout the product life cycle, gathering & prioritizing product and customer requirements, defining the product development direction, integrating façade materials into StoVentec Rainscreen technology such as StoVentec Fiber Cement, StoVentec Glass, StoVentec Render 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 rainscreen 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

Knowledge/Skills/Abilities:

- Bachelor's degree in Architecture, Building Science, Marketing, Business, Engineering or related field
- Minimum of 5+ years successful sales and product marketing experience in the building material 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 but additional language skills 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, 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.