



# Ductmate Industries, Inc.

## Job Description

### PLM Product Line Manager / O.E.M Specialists

#### (A) **BASIC PURPOSE OF THIS JOB.**

The primary responsibilities of the Ductmate Product Line Managers position are to enhance the value proposition and market penetration levels of each Ductmate product line. They are tasked to develop an overview of the marketplace through trend reports, market research, competitive analysis, customer visits and phone solicitation of existing distribution networks, mechanical contractors, engineering firms, OEM accounts and non-traditional market channels. From this plan, the PLM will work with the Regional Channel Managers (RCM) to develop specific strategies on a national and regional level and explore other construction and non-construction market sectors, O.E.M and Catalog accounts.

#### (B) **Principal Functions & Activities**

- 1) Analysis product trends and reports by Revenue, Profit, Quantity, Region, Overall, along with market penetration levels and size using Sales Logics Summary Reports by product
- 2) Develop annual Business Plan for product lines including Strategic Goals & Objectives / Critical Success factors / Tactical Plans.
- 3) Manage and maintain market pricing strategies and guidelines that are consistent with Ductmate Industries goals.
- 4) Periodic travel with Channel Manager and Product Line Manager to assist in achieving goals.
- 5) Support Customer Service on technical product inquires construction and application information.
- 6) Track top commercial and light industrial projects using CMD Analyzer. Review specifications and determine Ductmate product feasibility and value proposition for projects and summarize.
- 7) Conduct meetings and Lunch and Learn presentations at firms on core Ductmate product lines by discuss the design elements, performance characteristics and value propositions associated with each product.
- 8) Obtain firms master specification for review and achieve implementation of target Ductmate products into specification.
- 9) Participate in applicable industry organizations and groups related to product their respective product lines. (ASHREA, SMACNA, NADCA, IKECA, SPIDA)
- 10) Develop alternative channels in and out of core market sectors.

- 11) Develop and maintain a detailed Product Portfolio and marketing tools for each product family to be used as training modules and to enhance the value proposition and understanding of all Ductmate product line at Distributors, Contractors, Engineers.
  - Develop and update all product Literature and information.
  - Centralize all product application related Letters, verifications, information and Master Spec.
  - Develop tools for calculating product saving & usage
  - Collect and document competitive market intelligence.
  - Technical Papers / White papers / Bulletins (Core Products)
  - Develop BIM and 3D modeling content management (pending)
  - Update Strengths, Weaknesses Opportunities & Threats SWOT
  - Value Proposition tools; F.A.B / Installed Cost Savings Talking Points.
  - Update Product Photos, Videos Ads, Promotional design
  - Explore new “marketing platforms” effectiveness (QR Codes, You Tube, webinars, other?)
  - Update and maintain Standalone PowerPoints Review, Classroom & Hands-on Training Content, information.
  - Maintain list of major projects and products used. (Project Name, details, testimonials, Likes / Dislikes improvement questionnaires)
  - Develop ad and promotional content
  - Maintain promotional items and updated samples kits.
  - Assist Marketing in the creation of Trade Show displays, Banners, Press releases
- 12) Sales Departmental Liaison with R&D / Purchasing / Manufacturing Communication & Collaboration. (Communicate defective materials / M.O Batches & dates, product changes, equipment breakdown, supply change issues)
- 13) Collaborate with Sales Manager, Manufacturing, Research and Development on all aspects of product specifications, information, quality issues, enhancements, new product development, market surveys and questionnaires.
- 14) Collaborate with marketing departments to formulate strategic marketing plan while working with the marketing department to develop national marketing plan.
- 15) Manage Slow Moving Inventory Management and Product weights & dimensions initiatives.
- 16) Develop product presentation, to be utilized at distributors and engineers as a platform for selling product lines

**C) PLM Time Management @ 52 Week Year**

Minimum Travel 45% (23 Weeks = 100% Min. Requirements)

- 20% Contractor Meetings and / or Telemarketing with Profiles
- 20% Price Management, Requests, Quotes,
- 20% Product Portfolio Management
- 15% Engineer Meetings & Presentations
- 15% OEM Accounts, Alternate Market Channels and Industries.
- 5% Distributor Training, Start Up or Jobsite Visit.
- 5% Participate in industry trade associations, organizations, committees, shows.

**D) DECISION MAKING**

	<u>Jr.</u>	<u>Mid</u>	<u>Sr.</u>
• Product line performance reviews	y	y	y
• Training format and frequency	y	y	y
• Marketing Strategies	n	y	y
• Pricing format	n	y	y
• Appropriate market channels	n	n	y
• Contract negotiations	n	n	y

Types of decisions referred to / consult with higher authority:

- Legal matters
- Contracts and policies