

Product Line Manager Job Description

Duties and Responsibilities:

- Understand, articulate, and capture customer cum market problems and then translate them into market requirements for product management
- Understand the aspects of a customer's business which applies to your company's product
- Create and utilize requirements documents and business plans, and launch plans for your products
- Identify and execute when necessary business development relationships needed to make your product a whole product
- Generate business cases for product extensions and product enhancements
- Review revenue on a monthly basis
- Suggest approaches to marketing and sales in order to drive growth
- Drive business by developing consumer-right products that corresponds with company financial targets
- Responsible for generating market trends, consumer insights, growth opportunities, and idea generation cum product development
- Responsible for developing consumer and channel communication strategies for new product launch
- Responsible for producing business statistics among which are price points, product mix sales history, and competition for product introduction.

Product Line Manager Requirements – Skills, Knowledge, and Abilities

- Ability to work independently
- Ability to be innovative in meeting overall goals of the product line
- Strong teamwork skills

- Proven leadership skills
- Excellent presentation, communication and customer skills
- Understanding of specific markets
- Demonstrated experience in planning, budgeting, and developing business strategy.