



Position Description

Title: Product Manager, Exitronix
Department: Brand Development
Reports to: VP of Brand Development
FLSA Status: Exempt
Location: Phoenix, AZ

Barron Lighting Group, Inc., a manufacturer of commercial and industrial lighting products located in Glendale, AZ, is the parent company to EXITRONIX, its emergency lighting division, TRACE*LITE, its commercial and industrial lighting division, SpecialtyLED, which offers commercial and decorative LED products, and Growlight, which specializes in lighting solutions for the indoor horticultural industry. As a result of the growth we're experiencing, Barron Lighting Group has an exciting opportunity for a product manager in its EXITRONIX division.

Job Salary Range: \$60,000 - \$85,000 per year

SUMMARY:

The product manager operates as the General Manager for the brand/ product lines, responsible for the profitable growth of the business unit. The product manager is responsible for all aspects of the product portfolio, from new product development to life cycle management.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Identify and execute strategies to grow product line sales through new products, programs and promotions
- Support supply chain with demand planning for key products/ families
- Identify, develop and maintain all product collateral: spec sheets, brochures, promotion pieces, carton graphics, sell sheets, launch packages, web site, on-line customer information needed
- Develop and provide product training for customers, sales force and internal support functions
- Identify and implement strategic product promotions
- Develop and execute profitability improvement strategies
- Identify product cost reductions through manufacturing/ sourcing trade-off studies, value engineering, design improvements and standardization
- Establish product pricing, monitoring competitiveness and profitability for product lines



- Maintain price book, announcing pricing adjustments as needed and updating pricing tools
- Establish and manage brand development budget
- Reduce product cost, cost of quality, excess & obsolete inventory and marketing expenses
- Define and implement new product roadmap
- Analyze market (product trends, customers, channels, competition) to develop and execute a continuous three year product plan that delivers brand preference and sustainable competitive advantage
- Specify new product requirements (product features, schedule, costs, forecasts) and develop all collateral and launch elements needed
- Identify and utilize Voice-of-Customer (VOC) tools to validate new product requirements
- Responsible for ensuring company meets customer delivery expectations, with goal to reduce product lead times without exceeding inventory goals
- Develop product/ application expertise
- Develop stocking strategies for brand, ensuring finished goods inventory will support market demand
- Rationalize product line and manage product discontinuation roadmap
- Reduce/ eliminate excess and obsolete inventory
- Ensure new products are designed with safety margin to support longer expected life requirements and warranties
- Monitor and reduce warranty costs

EDUCATION/EXPERIENCE/ KNOWLEDGE/ SKILL REQUIREMENTS:

- Bachelors degree in engineering
- 3 Years minimum lighting experience
- Demonstrated leadership in a team environment
- Strategic thinking with business acumen
- Strong influencing skills
- Self-directed with sound decision-making
- Strong in negotiating and analytics
- Strong oral and written communication skills
- Proficiency with Microsoft Office/ Google and enterprise software

ADDITIONAL INFORMATION:

- Travel occasionally required, mostly within North America, but can include travel to Asia or other foreign locales
- Low volume, high mix manufacturing experience a plus
- Previous product management experience is a plus
- Life safety experience preferred