



## Product Marketing Manager-Power Module

TDK-Lambda Americas Inc., a world class manufacturer and distributor of electronic power supplies and a leading global electronics company, seeks a qualified **Product Marketing Manager** to provide marketing and technical support for specified product lines to achieve the Company's strategic and financial goals. This is a fulltime regular position based in Richardson, TX.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- Product Management – Responsible for entire product life cycle from product concept, introduction to end of life.
- Product support of product lines including literature, website, pricing, sales forecasting, advertising, application, notes and related articles for the press.
- Strategic and tactical planning for future products, working with global development and marketing teams to specify suitable products in line with company's financial goals.
- Develop relationships with customers and industry partners.
- Provide data and insight on competitors and their products.
- Support sales efforts, including training and technical support.
- Prepare product business plans including differentiation strategy, risk assessment and ROI calculations.
- Promotes products to select geographic areas through intercompany channels

**Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Electrical/Electronic Engineering Bachelor's degree from four-year accredited College or university and a minimum of 10 years related experience in both Engineering and Marketing.
- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations Ability to read, analyze and interpret schematics, common scientific and technical journals, and financial reports.
- Ability to write reports, business correspondence, and procedure manuals Ability to demonstrate group presentation skills.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
- Ability to demonstrate group presentation skills.
- Ability to compute rate, ratio, percent and gross profit. Ability to construct and/or interpret computerized spreadsheets and graphs
- To perform this job successfully, an individual should have knowledge of MS Word, Excel and PowerPoint.

Successful candidate will be highly motivated, team oriented and well-organized. Possess strong interpersonal skills, ability to work under pressure with multiple priorities, and ability to work well in group problem solving situations.

TDK -Lambda Americas Inc. offers a comprehensive benefits package, including medical, dental, vision, flexible spending, life insurance, 401(k) and more.