



Position Title: Product Marketing Manager
Job Number: SET000003
Location: Boxborough, MA

BACKGROUND:

Setra is a division of Danaher Corporation (NYSE: DHR). Danaher Corporation is a Fortune 500 (ranks 239), U.S.-based manufacturer with generated revenue exceeding \$12 Billion and a worldwide workforce of approximately 40,000 employees. Danaher has been recently ranked one among top 50 companies which will continue to deliver a strong performance across the Globe in a Morgan Stanley study. With leading businesses in Professional Instrumentation, Industrial Technologies, and Tools & Components, Danaher makes long-term investments in established and internationally active industrial enterprises. Danaher Corporation designs, manufactures and markets products and services with strong brand names, proprietary technologies and major market positions that improve the way we live and work. Building on the foundation provided by Danaher Business System and the company's core values, Danaher's associates are pursuing a focused strategy aimed at creating a Premier Global Enterprise

Setra manufactures, distributes and sells Pressure Transducers and Balances to the HVAC, Industrial, and Semiconductor Markets on a global basis through a variety of channels to market. The manufacturing processes at Setra are primarily electronic and mechanical assembly, test, and calibration processes. Setra is a global business with applications and sales of our products in over 50 countries worldwide and nearly 25% of all sales are outside of North America.

We provide competitive compensation and benefits including medical, dental, vision, life insurance, 401k with match, and more!

POSITION SUMMARY:

Setra Systems is seeking an experienced Product Marketing Manager. Reporting to the Manager of Sales & Marketing, this position will be responsible for driving the growth of strategic product lines by developing winning product plans. These plans will include target market assessment, product requirement specifications, competitive evaluation, and life cycle management of the product portfolio. This role will require the candidate to segment the marketplace, develop application penetration plans and manage product, placement, price, and promotion of a Setra product line.

KEY RESPONSIBILITIES:

- Drive the product marketing process by developing product requirement specifications and implementing strategic marketing product plans for key product lines.
 - Understand and articulate product and customer requirements by analyzing customer applications, market size and projected market growth.
 - Analyze product placement by describing key features of the applications and Setra's points of differentiation in partnership with the Regional Sales Managers and Application Engineers.
 - Conduct primary and secondary market research (domestically and internationally) to deliver clear product requirements using Voice of the Customer techniques, trade shows, secondary market data and open communications with the sales organization.
 - Conduct internal and external risk assessments, and competitive evaluation.
 - Maintain continuous studies of market activities; arrange for and review surveys; keep current on competitor activities and new product requirements.
 - Provide customer input and sales management support to the new product development (Tollgate) process, i.e. identifying new trends and technologies for possible new product

lines and/or product acquisitions. Coordinate this activity with engineering, manufacturing, marketing, and sales.

- Support the sales process through sales tools and product development.
 - Develop target applications for product lines.
 - Create leads by finding other companies who use existing products / applications.
 - Utilize CRM to deploy leads in an actionable way to the Regional Sales Managers and Application Engineers who will be responsible for penetrating these accounts.
 - Promote the sale of the product lines in sufficient volume to provide an attractive ROI.
- Develop and implement strategic product line plans.
 - Participate in strategic planning sessions and sales forecast development.
 - Annually develop and propose market objectives, bookings and sales volume objectives, and profit forecasts for a product line.
 - Participate in product lifecycle management (PLCM) and product elimination decisions.
- Own product line pricing.
 - Develop product line pricing strategy.
 - Research and determine competitive market prices for product line.
 - Work with product sales specialist to execute pricing plan.
- Develop and own product promotion plan.
 - Develop product promotion plan including positioning statement and value proposition.
 - Work with marketing communications group and advertising agencies to implement promotional strategies.
- Cultivate acquisitions and business development opportunities.

TECHNICAL SKILLS / TOOLS:

Qualified candidates should possess the ability to manage and influence a cross functional team with few direct reports and whose members have additional responsibilities outside of the team, superior project management and organizational skills combined with the ability to manage multi-dimensional strategic projects at one time, ability to travel – approximately 10-20%, ability to thrive in a fast-paced, dynamic and deadline-driven environment. Other skill sets needed include superb analytical and organization skills, excellent communication skills with the ability to effectively interact with employees of all levels and from various business groups, ability to build and maintain strong relationships with both internal and external business partners and alliances and influence decisions and strong MS Office and General Database skills.

EDUCATION/WORK EXPERIENCE:

BS degree in engineering, sciences, mathematics or business required. Five to seven years experience delivering successful business or product marketing plans in a business development, marketing, financial analysis, strategy or market research role. Experience managing teams in product marketing capacity. Experience in marketing/selling directly or experience in the sensor or similar technical industry preferred.

Note: Years experience shown above is only one factor in determining associates level at Setra. Levels are based on education, experience, skill level, ability to do work using discretion and judgement and required level of supervision. An Associate's level is determined by direct manager and Director of the department.

The above description reflects the general details considered necessary to describe the principle functions of the job identified. It should not be construed as a detailed job description of all the work requirements that may be inherent of the job.

Interested applicants should apply at: <http://www.danaher.com/careers/current.asp>

Setra is an equal opportunity employer. We do not discriminate against any applicant or employee on the basis of race, sex, religion, age, national origin, color, disability, or veteran status. We are committed to providing a workplace free of any discrimination or harassment.

