



Location for this position:

Johnson Plastics Plus

5940 Hamlet Drive

Findlay, Ohio 45840

www.johnsonplastics.com

Title: Vice President of Product Management

Reports To: President & CEO, Rowmark LLC & Johnson Plastics Plus

Primary Purpose: We are looking for an experienced candidate that will define the product and platform vision, prioritize the product roadmap and communicate the overall business and product strategy.

Expected Attributes of Employees:

- Positive attitude with a high level of accountability, personal drive, ambition, integrity
- Competent in communicating directly and effectively throughout the organization
- High level of multi-tasking skills, with a strong attention to details
- Passion for continuous improvement in all aspects of the position and a personal drive toward positive results
- Demonstrated strong oral and written communication skills
- Ability to balance issues emotionally and objectively and empathize with other employee concerns
- Team-oriented customer service spirit with a passion to learn in a fast-paced, goal/deadline-driven atmosphere

Qualifications:

- 10+ years' experience in product management and development
- Strong strategic thinker with demonstrated business acumen
- Track record of managing product lines and achieving financial results
- Demonstrated ability to hire and lead high performance product management teams
- Strong written, verbal and presentation skills
- Strong execution and project management skills
- BS degree in Marketing, Business or related field
- Proven data interpretation skills
- Excellent communication and problem solving skills.
- Highly organized and detail oriented, with the ability to multi-task and follow-up on all responsibilities.
- Demonstrated proficiency with PC- based systems and MS Office applications.

Primary Duties & Responsibilities:

- Vision Creation: Collaborates in organization to drive consensus of the product goals of the organization and build a clear understanding and cultivate the product's vision, the business case and the product planning material
- Review and selection of product proposals
- Receive proposals from product teams detailing information and formulations of product solutions and strategies
- Evaluates and authorizes the go forward solutions and strategies
- Develop the merchandising strategy while aligning the merchandise mix with the voice of the customer.
- Provides innovative, best-in-class category management methodologies for strategic category business planning, product assortment, pricing, and promotion.



- Using industry trends, defines, communicates and executes a strategy that enhances brand equity and manage Key Performance Indicators (KPIs) that show merchandising success
- Product Line Lifecycle: Develop, define and oversee the product's roadmap, ensure all deliverables of the business are being met from start to finish, incorporates existing development backlog and makes priorities as determined by the business, consumer and market needs
- Collaboration across all departments
- Works intimately with department leaders to develop the appropriate strategies around products and their relevancy
- Partners with marketing to help develop marketing, lead generation and sales strategies
- Partners with sales to build on product unit sales implementation and support strategies
- Provide competitive moves, customer purchase trends to help gain access to new or existing market share
- Responsible for conducting relevant product research; establishing competitive intelligence and market analysis. Analyzing sales figures, customers reactions and market trends to anticipate product needs.
- Works with marketing to conduct consumer and market research that aids the business in understanding current and future product needs
- Plan and develop merchandising strategies that balance customers' expectations and company's objectives
- Analyze sales figures, customers reactions and market trends to anticipate product needs and plan product ranges/stock

At Rowmark and Johnson Plastics Plus, we are passionate about making our customers look great!

Rowmark proudly manufactures, markets and distributes of a wide array of innovative and quality products for our customers primarily in the awards, recognition and signage markets.

Founded in 1997, our company has developed into the leader in the markets we serve. Our state-of-the-art manufacturing, warehousing and distribution systems continue to be keys to our success.

As part of the Rowmark family of companies, Johnson Plastics Plus is the leading supplier/distributor to the engraving and sign-making industry. JPP strives to provide world class products and service to our customers every day with eight distribution points throughout the United States.

Rowmark is an Equal Opportunity Employer that values our employees and offers a competitive pay and benefits package, an encouraging, supportive environment with training, professional development, recognition programs and career growth opportunities. Our benefits include profit-sharing, medical, dental, vision, 401(k), life insurance, flexible spending account options, short-term and long-term disability, vacation and paid company holidays.

We believe that people have always been and will continue to drive the success of our company. If this sounds like the opportunity for you, we invite you to submit your name for consideration.

Please send resume and salary requirements to: kwinner@rowmark.com