

Product Manager

Cyber Security Business | Experience: 3-5Years

Key Skills:

Excellent Communication & Leadership Skills, Product Management, Product Execution, People Management, Understanding the Customer, Product Development, Requirements Analysis, Pricing, Planning, Competitive Analysis, Sales Planning.

Key Responsibilities:

1. Responsible for **Product lifecycle management** from Conceptualization to Product Development.
2. Liaisoning with sales team for **Product Demonstration**.
3. To Complete operational requirements by **scheduling and assigning team members**
4. Responsible **for Product Team's Deadlines**
5. To Assess competition by **comparing products**(Assesses market competition by comparing the company's product to competitors' products.)
6. To Recommend the nature and scope of present and future product lines by reviewing product specifications and requirements
7. Create product marketing communications objectives
8. Work with the sales director to **create product sales strategies**
9. Work with customers and sales to evaluate **sales call results**
10. Know customer needs through research and market data
11. Create long- and short-term **product sales forecasts**
12. Determine product pricing based on market research
13. Develops products by identifying potential products
14. To Determine specifications, production timetables, pricing, and time-integrated plans for **product introduction**
15. Appraising **new product ideas** and/or product or packaging changes.
16. Provides source data for product line communications by defining product marketing communication objectives.
17. To follow-up on work results time to time.
18. Maintains product management staff by coaching and disciplinary actions, planning, monitoring and job appraisal, recruiting, selecting, orienting, and training employees.