



Job Description Product Manager

January 2010

Position **Product Manager**

Reports to **Senior Vice President, Product Management**

Description As the “voice of the client and market” this position understands and communicates client challenges and market trends to ensure management’s continuous focus on delivering high value service to its clients. This position defines, leads, and executes product strategies that help Morehead delight existing clients and obtain new clients through Morehead services. These services include survey instruments, training services, research services, consulting solutions and other deliverables (such as, reports and action planning tools). This position creates innovative strategies for new products, product improvements and product promotions that achieve revenue growth and create a competitive advantage. This position directs product development from market analysis and concept to successful product launches and sustained implementation for new and expanded markets. This position has end to end responsibility for managing the product lifecycle.

Qualifications

- MBA preferred or B.A., Marketing or Business Administration with related experience
- 7 to 10 years experience in product management, sales, and/or marketing
- Experienced in developing, marketing, and managing products
- Experienced working on strategy and vision with senior management
- Demonstrated ability to establish positive client relationships.
- Demonstrated ability to work effectively in cross functional teams.
- Strong communication and presentation skills
- Experienced in evaluating market opportunities and preparing and presenting business cases that accomplish business results.
- Experienced in sales and marketing in Health Care, technology products, or employee surveys
- Experienced in successfully developing and launching new product(s)
- Successful market expansion experience
- Experience with profit and loss responsibilities