

Job Description Title / Location:

- Product Marketing Manager - New England

Drives sales and manages product-marketing activities. Researches and understands market technologies / competitive trends and leads the development of strategic marketing plans.

Company Description:

- Global Leader in High Performance Material

Job Description / Responsibilities

- Conduct research to determine market conditions, trends, competitive mix, opportunities / threats and technology trends in the industry
- Identify new business opportunities that fit within the company's growth strategy.
- Assist in developing strategic marketing plans and determine the directions of new products including planning and implementation phases.
- Interact with key accounts to understand market technology, trends and future new business opportunities
- Assist in web content development
- Create new innovative programs and strategies in key markets to complement existing products and services so as to reach higher levels of value added.
- Assist in promotional marketing efforts including technical articles, literature, trade shows, etc.
- Develop training and updates for sales and marketing meetings.

Qualifications / Requirements

- Experience in Product – Marketing Management preferably with coated and laminated flexible polymer webs.
- Track record of success in managing and growing products in either medical device, pharmaceutical, solar, batteries, optical films or electronics.
- Technical degree (Chemical Engineer, Chemistry, Material Science) preferred.
- MBA would be a plus.
- Ability to travel extensively

How to Apply:

- Contact Deirdre Smith: dsmith@harkinsrecruiting.com - 803-548-0393