

Product Manager - New Product Development



Description

"Best Places to Work 2008" by the Dayton Business Journal

For over 25 years, **Lastar, Inc.** has been supplying the computer, networking, audio/video, medical and OEM industries with connectivity solutions that provide our customers unprecedented commitment to quality and customer service. While you may know us best as **Cables To Go**, our mission has never changed - provide our customers with the solutions they need, when they need them, at a price point that makes sense.

Due to continuous growth, we are in need of a **Product Manager** to help create, develop, and innovate new products to add to the diverse product lines of Lastar, Inc. within the US and in our international markets.

Duties Include:

- Identify new product markets and opportunities; assess viability of adding new products and lines to current product mix.
- Lead cross-functional teams from multiple departments (Engineering, Manufacturing, Purchasing, Marketing, Sales) to develop ideas into successful products.
- Identify potential vendors/manufacturers for new products; obtain quotes and sample products.
- Perform product evaluation studies, assuring that proposed new products are tested and evaluated properly.
- Perform cost/benefit analysis of adding new products
- Conduct market research to uncover unsatisfied opportunities in the markets served by Lastar.
- Keep up with market and industry trends by attending trade shows, reviewing technical magazines, meeting with vendors, and investigating new products through various media.
- Make recommendations to management on securing new and profitable product lines.
- Provide profit projections for new product lines; determine which markets the products can be sold into (disty, reseller, end-user)
- Track success of assigned products to assure success of new product introductions.

- Coordinate new product launch working with Product Marketing, Marketing and Sales to communicate features, benefits and target markets.
- Ensure effective execution of marketing plans tied to new products; adjust timelines as needed to ensure all components remain in synchronization.
- Collaborate with purchasing to ensure all assigned products have proper stock levels at the lowest possible cost.
- Provides adequate training to internal sales staff on all assigned lines; actively participates in joint sales and marketing functions.

Requirements

If you have at least five years of experience with the above and feel you are qualified for this position, please send a resume and salary history to:

Human Resources
Lastar, Inc.
3555 Kettering Blvd.
Moraine, OH 45439.

You may also fax your resume to (937) 496-2657 or email it to hr@lastar.com

Lastar Inc. is proud to be an equal opportunity employer.