Downloaded from <https://www.velvetjobs.com/job-descriptions/market-segment-manager>

# Example of Market Segment Manager Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of market segment manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for market segment manager

* Lead the development of specific customer segment roadmaps and align organization around each segment needs to enable success through customer segment teams
* Provide guidance to product management team on specific customer needs that require product, technical and equipment solution
* Monitor and benchmark competitive offerings of various customer segments and understand strengths / weaknesses of each Refinish coatings player in North America
* Translate customer segment needs into actionable steps for internal functions (incl
* Interact with customers and distributions partners to understand segment needs today and in the future
* Focus on driving efficiency and effectiveness across the areas of responsibility
* Functional leadership responsibility
* Lead the development and implementation of Powertrain segment strategy and roadmap for North America
* Initiate innovation projects through the Phasegate process to secure future profitable growth for the Powertrain segment
* Steer segment profitability through management reviews, product improvement and price band development

## Qualifications for market segment manager

* Proven communication and stakeholder management skills, cross-functional
* Big picture thinking” and ability to design analytical tasks in a holistic manner
* Curiosity and flexibility to take on diversity of project work
* Ability to understand gene editing, engineered cells and ADMETox portfolios and how development of novel capabilities can be effectively monetized
* Facilitates the constant flow of new ideas, excitement and energy necessary to maintain a high growth sales environment
* Understands the crucial interdependencies that allow R&D, Business Development, Legal, Quality and Operations to work in an integrated fashion