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# Example of Product Line Director Job Description

Our company is growing rapidly and is hiring for a product line director. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for product line director

* Ability to set clear and deliverable goals
* A motivating executive capable of instilling excitement and inspiring others
* Effective communicator, ability to convey product vision
* An analytical approach to product management – the ability to back up product features / strategy and pricing with empirical data
* Lead early stage customer interactions working with BD and Sales teams
* Manage product through initial launch and follow-up on releases
* Support development of market collateral such as technical white papers, presentations, sales tools, and competitive analysis
* Create and deliver sales training for the direct and indirect sales forces, partners and the technical services and support teams
* Establish key market adoption milestones and manage team to accomplish those milestones
* Act as a point of contact for the Project Management team during the product delivery lifecycle providing leadership and decisions to ensure all activities meet plan

## Qualifications for product line director

* Solid understanding of product management, software development lifecycle, and agile methodologies
* Successfully able lead and manage multiple full featured products and/or projects
* Excellent written and oral communication skills, including delivering presentations, and speaking in front of all levels of management
* Self-starting, ability to work without supervision, takes ownership
* CSPO or CSM certified, preferred
* Bachelor’s degree (MBA or technical degree preferred)