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# Example of Product Line Manager Job Description

Our company is growing rapidly and is hiring for a product line manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for product line manager

* Generate awareness and enthusiasm in the marketplace with customers and integration partners for the product line
* Design and implement a standard work price increase model yielding at least 5% per year in increases
* Design and implement a product lifecycle management process and roadmap to actively manage new and existing products
* Leading major customer project initiatives cross functionally with action plans
* Through close contact with target market and customers, responsible for new product visioning and idea generation
* Identify overall vision for all China products
* Develops business and marketing plans for assigned products, including product launch plans, product pricing, product positioning, value proposition forecasting and channel strategy end of like activities
* Plan roadmap and portfolio by working with customers, sales, FAEs, and design team
* Develop strong customer relationship with strategic OEM accounts in the market
* Lead the effort in defining new products with application & design teams, establish product road-maps consistent with customer needs, and select new products for development among numerous investment opportunities

## Qualifications for product line manager

* Domain Knowledge – should have strong hands on domain knowledge in area of xDSL (ADSL/VDSL2/Vectoring) to build a technology and product roadmap, sufficient familiarity with xDSL software development to build a viable roadmap, oversee product introduction/trials and handling of critical customer issues
* Technical understanding of chemistry required
* You have strong Automotive Design industry knowledge and passion for the product
* Regional Product Line Manager (RPLM) use experience and knowledge of content distribution and IP Video to enable Telco, Cable Operators and Content Providers to build their own On-Net Content Delivery Networks (CDN) and Cloud DVR (cDVR) video solutions
* Technical Project Manager (TPM) deliver the Video projects on-time, in-scope and in-budget
* Social Skills (behavior, attitude, language knowledge)