Downloaded from <https://www.velvetjobs.com/job-descriptions/product-portfolio-manager>

# Example of Product Portfolio Manager Job Description

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

## Responsibilities for product portfolio manager

* Participate on global governance teams to ensure consistency of strategy and optimizing company investment in technology
* Project oversight for global product portfolio initiatives following the PMF and working within PMO best practice and standards
* Assists in the establishment and management of product portfolio applications budget and related systems initiatives
* Analyze firm processes to identify current gaps in the product portfolio
* Strategic development of the Swine segment within CEE-region to achieve performance goals demonstrating strong business acumen and intrapreneurship
* Alignment between marketing, technical service and sales across CEE-countries
* Ensure communication and knowledge sharing between Corporate and the CEE-countries
* Implement Global Brand plans for core brands across the region and derive Semester Plans for marketing activities in the countries
* Provide and/or collect and share marketing researches, evaluate market potentials and forecasts
* Monitor performance and profitability of agreed brands

## Qualifications for product portfolio manager

* 7+ of relevant marketing experience in medical device, invitro diagnostics and/or pharmaceutical industry with a consistent track-record of high performance and results
* Managerial courage to speak up when important information or questions must be raised and takes action when issues must be addressed
* Ability to work effectively on diverse, cross-functional teams
* Flexibility to travel regionally at least 30% of the time
* Strong market/customer centric vision and understanding
* History working large Consulting or Marketing firms in the development of product position statements, strategies, and internal and external messaging