



# Example of Product Line Director Job Description

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Our company is looking to fill the role of 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

- Strategische Führung und Weiterentwicklung der Bereiche Product Line Management und Business Development (inkl
- Entwicklung, Definition und Implementierung von produktspezifischen Servicekonzepten in der jeweiligen Kundenanwendung
- Kontinuierliche Beobachtung des globalen Marktes und Platzierung der Produkte entsprechend der Markttrends
- Meet and exceed growth & profitability targets for the OEM engine and software product lines
- Lead the development of new products and product line roadmaps, specifically with the development of business cases that include extensive Voice of Customer (VOC) research, customer segmentation, competitive analysis, understanding of sustainable sources of differentiation, and expected financials
- Develop detailed product launch plans and go-to-market strategy that include customer value propositions, customer- and sales collateral and training
- Make price recommendations and submit comprehensive bid responses to RFQ's, contracts, and special pricing requests to maintain existing business and close new business
- Review product portfolio and provide accurate forecasts to supply chain
- Support Strategic (STRAP) and Annual Operating Planning (AOP) processes
- Support breakthrough growth initiatives, as appropriate

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- Significant additional breadth across other disciplines, large Enterprise/SP-style security architecture, compute services, storage, large-scale networking, virtualization, data center, systems resiliency, service support, infrastructure/facility buildouts and ecosystem driven business models
  - A strong background in Network management systems (NMS) and evolution would be a strong asset
  - Strong internal consulting skills to work with external and internal customers in driving their needs and will routinely deliver presentations to stakeholders
  - Demonstrable knowledge and experience on optical data center networking, and network virtualization
  - Ability to analyze opportunities with a broad, strategic view
  - Possessing high-level, out-of-the-box thinking, analytical reasoning, and creative problem solving skills