



Example of Product Line Director Job Description

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Our company is searching for experienced candidates for the position of product line director. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for product line director

- The Product Line Manager drives the key performance indicators (KPI) for Appcelerator, including pipeline, revenue, market share, customer retention and profits
- Builds and executes the strategy for the product or solution line to deliver market winning and profitable solutions
- Responsible for monitoring competitive actions, announcement and activities competitive product comparisons to clearly assess products strengths, weaknesses, opportunities and threats
- Provide product vision and leadership for a subset of the Web Experience product line
- Own the packaging, pricing, positioning strategy, and work closely with the Product Marketing organization on the regional go-to-market plan
- Anticipate and react to major technology, business model, and market changes in order to define market strategy in an evolving competitive landscape
- Actively articulate the Business Unit vision, strategy and roadmaps to prospects, customers, partners and industry leaders, in partnership with the Product Marketing team
- Extensive travel in EMEA, and occasional global travel is required
- Strong reputation as a security thought leader, awareness of risk, compliance and security technology trends and external influencers
- High degree of security domain experience, technical expertise and business acumen

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- Significant previous Business Unit Manager (or equivalent job) work experience preferred
 - Management level experience developing people at different stages of their careers
 - 7+ years experience in a senior PLM role or equivalent
 - Must be capable of collecting information from multiple sources and integrating the information to find creative ways to meet individual user needs while maintaining product value to a broad audience
 - 5+ years working within a customer engagement or contact center environment or related industry
 - 10+ years' experience in Product Management or leading product strategies