

| Employee Name | | Job Title | Job Grade |
|-------------------|-------------------|---|-----------|
| | | Product Life Cycle Manager | |
| Name of Org. Unit | Location, Country | Reports to [Job Title] | Date |
| | Ocala, FL | Director of Commerical Product Management | |

Key Accountabilities

Describe the main purpose of the role, nature and scope of work, key stakeholders, leadership responsibilities (incl. team size)

Responsibilities: Essential duties and responsibilities include the following. Other duties may be assigned.

- Responsible for the product management and business development of assigned product lines. Achievement of budgeted sales and profit are the primary objectives.
- Define and prioritize all necessary market activities in cooperation with the respective marketing and sales functions according to strategic marketing plan.
- Develops a business plan for his/her portfolio of products, including the setting of strategies and tactics (i.e advertising, programs, promotions, trade shows, etc.) and insures implementation. Presentations at sales meetings, national trade shows, and corporate meeting are required.
- Analyze a defined product portfolio and manage product life cycle and decisions based on product performance and market conditions.
- Prepare decisions on quality measures, suppliers/production, logistics and service policy during product marketing, including product modifications, variants or discontinuation of products on an economic basis.
- Manage the product discontinuation process and quality improvement measures in cooperation with suppliers, internal departments, and Competence Centers.
- Plans and organizes significant business activities which require input from multiple sources and personnel across all compan departments.
- Specific examples of such activities include: annual promotion summary of company sales representatives, product training seminars and meetings, company website content, and trade show exhibit management.
- Forecasts annual monetart and unit sales. Communicates unit forecast and business plan activities with supplier. Tracks product and sale rep performance.
- Price products to meet the Company financial goal while retaining market competitiveness.
- By analyzing market trends and dynamics, customer needs, and competition, positions products through marketing, advertising, and pricing to insure the achievement of business goals. Advises supplier of product shortcomings or technical problems and makes recommendations to overcome them. Uncovers new market and application opportunities for current product portfolio. Seeks opportunities to expand supplier's product portfolio and provides feedback to the supplier for product shortcomings.
- Seeks opportunities for new products/suppliers.
- Coordinates with Strategic Marketing on the production of advertising and collateral materials (i.e literature, mailers, manuals, etc).
- Works with intercompany staff to define and market a competitive portfolio of service products.
- Lead person in negotiating distributors discount and sales budget for assigned product lines.
- Contact person for the company regarding all related customer-facing marketing issues.
- Acts as the key contact and coordinator of product related activities of the Distribution Center, Finance, Marketing, Purchasing, Service, and Sales departments.
- Visits customers, dealers, and works with sales representatives to achieve goals and fulfill job responsibilities.
- Annual international and overnight travel approximately 15–25% (i.e working with sales representatives to collect market information, trends in technology, and customer behavior).

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| Education, Skills and Competencies | | | |
| Education, training, professional experience: | | <ul style="list-style-type: none"> Bachelor's degree from a four-year college or university; must be in Life Science (preferred) or Marketing related field, plus minimum three years related experience and/or training in a life science or molecular biology laboratory; or equivalent combination of education and experience in Product Management or Marketing field. | |
| Professional competence, special knowledge (e.g. languages, IT) | | <ul style="list-style-type: none"> PowerPoint, Excel/Word, familiarity with CRM platforms, good written and verbal communication skills | |
| Eppendorf Competencies | | | |
| Customer Focus: | | Building strong customer relationships and delivering customer-centric solutions | |
| Decision Quality: | | Making good timely decisions that keep the organization moving forward | |
| Collaborates: | | Building partnerships and working collaboratively with others to meet shared objectives | |
| Drives Results: | | Consistently achieving results, even under tough circumstances | |
| Communicates Effectively: | | Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences | |
| Manages Ambiguity: | | Operating effectively, even when things are not certain or the way forward is not clear | |
| Instills Trust: | | Gaining the confidence and trust of others through honesty, integrity, and authenticity | |
| Ensures Accountability: | | Holding self and others accountable to meet commitments | |
| Cultivates Innovation: | | Creating new and better ways for the organization to be successful | |
| Date and Signature | | | |
| Manager | One-over Manager | Employee | HR |
| Signature: | Signature: | Signature: | Signature: |
| Date: | Date: | Date: | Date: |
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