



Product Manager - Sensors

Ref. PM_SENSORS_US_2404

Location: Buffalo Grove, IL - USA



Overview

Carlo Gavazzi is an international organization specialized in the development, manufacturing, and distribution of Industrial Automation Components. The global footprint includes 23 owned sales companies and 4 manufacturing plants throughout the Americas, Europe, and Asia Pacific. This is a proud family-controlled company, operating for over 90 years, and is publicly traded on the Swiss stock exchange (SIX:GAV), headquartered in Steinhausen, Switzerland. Our Group's products (sensors, monitoring relays, timers, energy management systems, solid state-relays, safety devices, fieldbus systems) provide automation solutions for the global markets of industrial and building automation.

Carlo Gavazzi, Inc. is seeking a talented and energetic **Product Manager - Sensors** who will be the key liaison between the sales department and our marketing and technical support teams. A successful Product Manager will be very agile and flexible in responding to urgent customer needs or new opportunities when they arise. This role is based out of the America's Headquarter office in Buffalo Grove, IL and will require some travel to industry trade shows and marketing exhibits, as necessary. The role is reporting directly to our Sensors Product Line Manager, Americas. The position is full-time onsite.

You will be part of a sales organization that is passionate about working with our customers to create and deliver innovative products that are more advanced than anything currently available on the market. As the **Product Manager - Sensors** you will drive and support the development of the US National Sales Company, with the aim of growing market share and profitability.

Key Responsibilities

Market segmentation

- Analyze requirements of strategic markets.
- Identify main product requirements for the selected market(s).
- Identify strategic accounts to target within the selected market(s).
- Define price positioning/pricing tactics.

Competitor analysis

- Evaluate the competitive market by segment and share of the market.
- Develop strategies to enhance sales offers vs competition.
- Identify product gaps vs competitors within strategic markets.

Product line strategy

- Participate in overall product marketing and sales strategies.
- Provide local insights and product requirements to the International Product Management team.
- Participate in the prioritization of the product development roadmap.
- Establish a strategy for short and long-term product sales market share.
- Collaborate with local Product Managers to enhance cross-selling within strategic markets/accounts.

New Product Introduction (NPI)

- Develop new product press releases and product launches.
- Coordinate and develop marketing and sales plans for product lines.
- Provide financial and technical justification for product selection and definition.
- Identify key prospects to target upon introduction of new products.



Training

- Train Direct Salespeople, Manufacturer Representatives, and Distributors on technical aspects of the product, the product breadth, and application.
- Participate in training provided by the International Product Management.

Marketing

- Prepare marketing forecasts for products and associated accessories.
- Produce material such as white papers and/or technical notes on a periodic basis.
- Collaborate with the marketing team to increase brand awareness and/or product promotion through traditional and digital marketing initiatives.
- Participate in local trade shows.

Qualifications

- BS in Engineering, preferred.
- Minimum 5+ years of product management experience.
- Versed in CRM maintenance, inputs, and information analysis.
- Exceptional written and verbal communication in English. Proficiency in Spanish is an advantage.
- Strong understanding of profit margin analysis and collaboration with sales team.
- Preferred candidates have a background in manufacturing and electronics industry.

Skills and Abilities

- Develop and maintain strong interpersonal relationships with local support team and international management.
- Can critically review contracts and serve in a negotiating capacity.
- Well organized to prioritize own work schedule to meet strict, tight, deadlines.
- Will present fresh ideas to challenge the status quo.
- Can deliver effective presentations, both in-person and remotely.
- Aptitude to motivate and positively influence others.

Benefits

- Attractive salary package and annual bonus plan.
- 401(K) match and profit-sharing contribution.
- Top tier medical, dental, vision insurance.
- Company paid LTD and Life insurance.
- 11 paid holidays, flexible PTO and Sick time.

Carlo Gavazzi is an award-winning company! It has the perfect blend of the small family-owned company culture, with the resources and support of a large global corporation. We focus on the pursuit of excellence with our great people and dedication to our customers.

Interested in finding out more?

Please send your CV to GlobalTalent@carlogavazzi.ch indicating the role as reference you are interested in. Browse our website (www.gavazziautomation.com) or visit our [LinkedIn page](#)

The **Data Controller** is Carlo Gavazzi Inc. with registered office in 750 Hastings Lane, Buffalo Grove, IL 60089-6904 - USA - sales@carlogavazzi.com