

Position Description

Title: Product Manager, Digital Solutions Cost Ctr: _____

Work Location: ADDISON Position Status: Full-time Part-time

Division & Department: Marketing

Position Reports to: Chief Sales & Marketing Officer

COMPANY VALUES

All Authentix employees are expected to embrace our Company values in the performance of their respective tasks and duties.

- ✓ Dedicate ourselves to our customer's success
- ✓ Compete and win with integrity
- ✓ Create innovative solutions with science and technology
- ✓ Team and collaborate with accountability

JOB SUMMARY

The Product Manager – Digital Solutions provides the business units with the ongoing management and road mapping for core products and product application sets needed to service and maximize revenue in Authentix's brand protection and government program markets. Included in the scope is the identification, justification, and promotion of new product ideas through the company's existing development process. There will also be additional responsibility in the evaluation of third-party technology for acquisition or license. The PRODUCT MANAGER will work with sales & marketing, product and delivery organizations or partners, and finance to achieve the implementation of new products for the organization.

This individual will work closely with sales and our customer base to interpret the "voice of the customer" and define new opportunities for products and solutions utilizing software and hardware systems, user interfaces, and proprietary authentication collection and imaging methods. The Product Manager will assist in the definition of use cases, functional use matrices, local hardware & imaging requirements, and top-level design and architecture of certain cloud-based customer facing digital products for track & trace of physical products and for logging of transactional and measurement data. The Product Manager will manage the approval, report on development milestones, launch, train, and initiate marketing launch plans for all new products in the digital sector within brand and government track & trace applications. This will include creating messaging with use cases to address various industry's needs and communicate differentiators, features and benefits as needed.

The PRODUCT MANAGER will also be responsible for continual improvement of existing products and solutions consolidating messaging for each business unit to keep content up to date and relevant. The candidate must define visuals as needed to support product

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management and create training programs when needed to alert sales channels to changing features and specification requirements.

The PRODUCT MANAGER will conduct competitive analysis and provide pricing and costing guidance for all core digital products sold. This position also will be responsible for initiating research on addressable markets and trends to guide product and service line roadmaps. The PRODUCT MANAGER must champion the products and solutions internally and externally to meet modeled revenue targets by product.

This role requires a broad working knowledge of various products types used in printing, symbology, vision systems, software interface design, and digital image collection for product marking, and other applications where product components are used to combat counterfeiting, diversion, and product fraud.

This role will include the necessity to understand the needs clients in the currency, excise tax, and branded product markets. There will be some exposure with oil & gas divisions as digital transformation continues into that sector. Gaining this understanding will include direct contact with clients, attending conferences and trade shows, and participating in strategic processes within the company to properly interpret the changing needs of the market. The PRODUCT MANAGER will be able to guide the company in creating offerings that meet existing and the anticipated future demands of customers as they strive to protect products and supply chains from fraud and compromise.

The PRODUCT MANAGER will be responsible for driving product plans, product requirement documents, product roadmaps, manuals, specification sheets, and plans of records for products and solutions. The role requires using best practices and driving product leadership at Authentix so experience and skills in group dynamics and inter-department communication and thought leadership will be essential.

SUMMARY OF ESSENTIAL JOB FUNCTIONS

- Lead the Market Readiness and Alignment process to bring new products/solutions to market
- Collecting market requirements through sales, business development, analysts, competitors, press and peer communities to augment continual client and market contacts
- Developing and implement a company-wide product planning process, working with all departments to execute including budgeting and resourcing
- Create and manage product plans and product roadmaps for digital cloud-based product solutions using various digital collection, digital printing, and conventional printing methods that can be delivered through existing business units
- Support messaging frameworks for products and solutions working closely with marketing and sales to ensure consistency in launch and rollout
- Developing use cases for communications to address methods, vendors and applications of authentication in the market
- Help specify content and graphics to clarify and emphasize communications to both sales teams and clients

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- Manage product launches and train both sales and clients regarding use of new products or changes to existing products
- Performing peer reviews and offerings/features to take advantage of opportunities for advancement and improvement over the competition
- Productize all individual software products and accessories for each uniquely sourced or built product
- Develop budget and projections for income/margin by product type moving forward as new products are developed and enter the business units
- Associate vendors in business unit by product component, lead time for build or development, and delivery/implementation
- Evaluate new product requirements against all current projects and assess budget and capacity / make recommendations on prioritization of each project
- Attend sales calls for voice of customer point of view
- Manage potential vendors and participate in development meetings for internal resources aligned behind specific objectives each building to accomplish the overall goals listed

Candidate Competencies:

- Ability to lead cross-functional teams in the company including sales, marketing, engineering, and finance
- The PRODUCT MANAGER must be a premier communicator with exemplary oral and writing skills with ability to make complex concepts and offerings reduced to tangible and tactical business plans.
- Ability to interface with clients and salespeople acting as a product expert and assisting with both sales progression and gaining valuable market feedback to address changing needs of the market
- Capability to provide roadmaps for the products and solutions including previous experience in project management, automation tools, and other methods to track and update teams on status and progress.
- Experience and ability to focus on financial returns and market willingness to pay for various lines and product solutions to build models and project returns vs. investment
- Capability to interact at C Level both internally and externally

Education and Experience:

- BS in Computer or Material Science, Marketing, or Engineering
- At least 5 years managing software products, preferably in the serialization or supply chain or logistics integrity
- At least 5 years in product management role for software or digital image / machine vision products
- At least two years' experience managing product launches including marketing integration
- At least two years' experience working in a high tech, customer facing, sophisticated and complex product company
- Proven, previous, referenceable experience working independently in role but also having supported turnkey cross functional leadership

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Additional Factors Resulting in Added Consideration:

- M.S. or M.B.A. in related fields will take priority. Additional experience beyond the minimum listed will also be prioritized and balanced with depth of education.
- Direct experience in brand protection, currency authentication, or serialization is required
- Previous experience operating in multiple disciplines, helping engineers and scientists from diverse fields come together to solve problems and deliver sophisticated solutions.