

JOB DESCRIPTION FORM

Department Description
<p>You know you're a perfect fit as a Cambium Networks Product Manager if:</p> <ul style="list-style-type: none"> • You relish the opportunity to be part of entrepreneurial growing company on the cutting edge of technology...and all the challenges that come with it. • You bring a can-do attitude and are seeking an opportunity to directly guide the definition and development of cutting edge cloud managed networking products and services; AND building a business based on those products and services. • You have a collaborative, rather than command-and-control, working style. • You are a consensus builder who is open to being challenged by others and able to navigate multiple points of view. • You embrace technology and have technical acumen. • You like solving business problems. • You think globally and act locally. <p>The Product Manager is responsible for vision, strategy, end-to-end life cycle management, and market development support of a product line in alignment with Cambium Networks strategic vision. This includes gathering and prioritizing industry and customer requirements, defining the product vision, managing the profitability of the product; and working closely with research and development, program management and supply operations to deliver winning products. It also includes working with sales, channel management, marketing, supply operations, and support to ensure revenue, margin and customer satisfaction goals are met.</p> <p>As Product Manager, you will guide a virtual cross-functional team and be responsible for maximizing the P&L of your product portfolio. This extends from developing new products and platforms to increasing the profitability of existing products. You possess a unique blend of business and technical savvy; a big-picture vision, and the drive to make that vision a reality. You must enjoy spending time in the market to understand customer problems and opportunities, and find innovative solutions for the broader market.</p> <p>You must be able to communicate with all areas of the company and an extensive network of external stakeholders. You will work with an engineering counterpart to define product release requirements. You will work with marketing communications to define and execute the go-to-market strategy; helping them understand the product positioning, key benefits, value proposition and competitive differentiation for each target audience. You will serve as the internal and external evangelist for your product offering; working with the sales channel, industry analysts and key customers.</p> <p>Are you ready to be a Cambium Product Manger?</p>
Scope of Responsibilities & Position Expectations
<ul style="list-style-type: none"> • Meet product line growth and profitability objectives • Full end-to-end product/line lifecycle ownership • Define product development roadmap to drive sales and profit growth • Work with development engineering in assessing and choosing third-party technology solutions to meet business case and time-to-market requirements • Collaborate with sales, legal and finance regarding broad go-to-market strategies and execution, and discreet commercial deal assessment



- Monitor industry innovations and in conjunction with Development team define when they will be introduced
- Write product requirements (e.g., Marketing Requirements Document, Product Requirements Document) and use case scenarios utilizing user and market feedback (go-to-market, customer, industry research) and development engineering input
- Prioritize requirements based on return on investment, competitive differentiation, customer satisfaction needs, and R&D bandwidth
- Participate in customer visits with sales to better understand the market segment, identify requirements, test product concepts, and support sales efforts
- Author white papers, presentations, media pieces, and other material directly or indirectly supporting the assigned product and or the business as a whole
- Product definition/opportunity analysis completion, including cost estimates, pricing, projected timing and resource needs in conjunction with development engineering, supply chain and project management
- Provide market and technical assistance, training and leadership for sales, customer service, and our customers as a subject matter expert
- Collaborate with marketing communications to drive an effective marketing mix and materials management, as well as new product launch materials development in support of the segment/region
- Conduct competitive analysis and publish competitor assessments to support the go-to-market, marketing communication and product development teams
- Setting and updating pricing strategies to optimize profitability
- Collect, monitor and analyze the sales and profitability of products and discern trends and calls for action based on the analysis
- Conduct market research on a broad range of topics impacting and influencing the business
- Serve as an escalation point for product deficiencies coming from technical support, sales, quality, manufacturing organizations. Investigate such reports, developing assessment plan and make recommendations on proposed action plans as necessary
- Initiate appropriate internal and customer facing documentation changes to provide solutions or explanations for product problems
- Conduct demonstrations of products to prospective customers
- Assist in trade show activities
- Support beta and pilot programs with early-stage products and samples (field trials and first-office applications)
- Work with new product introduction (NPI) and supply chain to define and set up part numbers, product structure, export control rules, discount levels, etc.
- New product forecasting and participating in the forecasting/planning of existing products in the Supply planning process
- Conduct other duties as assigned

Knowledge/ Skill Requirement

Position Requirements:

- The entrepreneurial spirit to build a product line business that deliver an exceptional customer experience and actively engage in a profitable high-growth technology business



- Demonstrable experience in managing the full product life-cycle, including product briefing, concept development, product development, costing, prototyping, and multi-generational roadmaps.
- Self-directed and motivated with demonstrable ability to work with minimal day-to-day instruction and execute new assignments with general direction
- Comfort with and ability to manage priorities in a shifting environment
- Requires a strong business sense – the ability to create and drive business opportunities within the context of our business model and our customers’ business models
- Requires strong analytical skills, and an aptitude to collect, synthesize and make data driven decisions
- Must have strong verbal and written communication skills
- Ability to synthesize information and present a succinct position
- Must have proven technical aptitude, ideally with direct experience in Enterprise Switching Market, cloud and SDN technologies
- Requires 3-5 years previous product management experience
- International travel will be required; ranging from 10% to 30%
- Requires a BA/BS degree in Product Management, Product Marketing, Business or Engineering; MBA a plus