



TPG New Business Development Manager (Defense Products, Vans, Reefers, Flats, RoadRailer)

POSITION DESCRIPTION:

The New Business Development Manager is responsible for both product planning and product marketing with a strong focus on revenue growth. This includes managing the product throughout the product lifecycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with engineering, to deliver winning products. It also includes working with sales and marketing to ensure revenue and customer satisfaction goals are met. The New Business Development Manager's job also includes ensuring that the product and marketing and sales efforts support the company's overall strategy and goals.

POSITION RESPONSIBILITIES:

- Define the product strategy and roadmap.
- Analyzes markets, determines trends and documents the competitive landscape.
- Manage overall product portfolio with prioritized features and corresponding justification.
- Works with sales and develops sales programs and identifies new product opportunities.
- Assists the CSR's with quotes and product information requests requiring technical input.
- Work with external third parties to assess partnerships and licensing opportunities.
- Run beta and pilot programs with early-stage products and samples.
- Develop the core positioning and messaging for the product.
- Establish pricing to meet revenue and profitability goals.
- Deliver a monthly revenue forecast
- Develop sales tools and collateral.
- Propose an overall budget to ensure success.
- Brief and train the sales force at quarterly sales meetings.
- Be an expert with respect to the competition.
- Act as a leader within the company.

REQUIRED SKILLS AND EXPERIENCE:

- Bachelor's degree in a business or technical related field (MBA is highly preferred).
- The ideal candidate must be highly driven, with a minimum of five (5) years experience as a Product/Product Marketing Manager, Product Management, or related role in the transportation industry.
- Demonstrated success defining and launching excellent products.
- Excellent written and verbal communication skills.
- Technical background, with experience in engineering sciences.
- Excellent teamwork skills.
- Proven ability to influence cross-functional teams without formal authority.
- Must be able to travel 20% of the time.

Qualified candidates should e-mail resume along with salary history in confidence to:

careers@wabashnational.com

NO PHONE CALLS PLEASE

EOE, M/F/H/V