

Wireless Product Line Director

A leader in digital signal processing innovation, Nutaq is supplying a full range of boards, systems, design services and products for the Wireless, Scientific and Defense markets. Through our global partnership network with companies such as Texas Instruments, Xilinx and The Mathworks, Nutaq has collaborated with an impressive portfolio of customers, while our international business approach allows us to remain at the forefront of emerging markets.

As Wireless Product Line Director, you will lead product development within the wireless business unit. Responsibilities range from increasing the profitability of existing products to developing new products for the company. You will build products from existing ideas, and help to develop new ideas based on your industry experience and your contact with customers and prospects.

You possess a unique blend of business and technical savvy, as well as having a big-picture vision along with the drive to make that vision a reality. You enjoy spending time in the market to understand their problems, and finding innovative solutions that address specific needs.

You are able to communicate with all areas of the company, and will work with an engineering counterpart to define product release requirements. Additionally you will work with marketing communications to define the go-to-market strategy, helping them understand the product positioning, key benefits, and target customers and market segments. You will also serve as the internal and external evangelist for your product offering, occasionally working with the sales channel and key customers.

You will also ensure a pro-active training of the sales force and will manage product/marketing communications.

KEY RESPONSIBILITIES

- Plan, establish, align, coordinate and measure Nutaq’s wireless product line strategy in order to meet the company objectives;
- Manage the entire product line life cycle from strategic planning to tactical activities;
- Specify market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers;
- Drive a solution set across development teams (primarily Development/Engineering, and Marketing Communications) through market requirements, product contract, and positioning;
- Develop and implement a company-wide go-to-market plan, working with all departments to execute;
- Identify opportunities with potential clients and partners;
- Establish relationships with operators, equipment manufacturers, system integrators and partners;
- Quantify and qualify the markets segments related to our technologies (public safety, RRBS, Utilities, small cell, lite cell, etc);
- Drive market analysis and SWOT exercises to establish the market size, the targeted territory, competition;
- Define and prioritize customer and market requirements in order to define our product roadmap in 2G/3G/4G for the next 5 years;
- Evaluate the competition and define Nutaq’s value proposition and positioning.

REQUIREMENTS

- 5+ years of marketing/product management experience especially in the wireless space;
- Strong knowledge of wireless technologies;
- Experience and proven track record of profitable sales growth for your product portfolio
- Excellent communication skills and customer care champion;
- Teamwork focused and detailed oriented;
- Proven leadership and “people” skills;
- Ability to think “outside the box”;
- A sense of urgency, and a desire to close the business on time. Eager to compete;
- A service-oriented attitude towards internal and external customers;
- Experienced with CRM systems and comprehensive yet efficient reporting systems;
- Computer Science or Engineering degree or work experience a strong plus;
- This position requires travel to customer and non-customer sites worldwide.

This career offer is an excellent opportunity to join a fast growing and dynamic company!

To submit your application, please send us your resume via email at jobs@nutaq.com.