

# Ahura Scientific

## **Job Title: *Product Manager - Industrial***

**Position:** Full Time  
Boston Area  
Reports to Emerging Markets Manager

### ***Position Description:***

We are looking for a dynamic, entrepreneurial product manager with experience shepherding the product development process and launching novel technologies. This product manager will be responsible for finalizing the product specifications for a breakthrough product concept, playing an integral in product development, and preparing the market for the successful launch of this product. The product will represent Ahura Scientific's entrance into industrial applications and markets. The ideal candidate will have experience relating to customers in industrial segments such as manufacturing, energy, or chemicals.

The candidate will be responsible for being the in-house expert on the industrial market and driving both functional and technical requirements during product design and development. He/she will coordinate market research, attend appropriate conferences, and manage all voice of the customer (VOC) activities. The candidate will be responsible from taking the product from the concept phase to full commercialization.

This individual will establish the processes necessary to efficiently manage the evolution of the company's product development plan and the internal coordination and communication necessary to effectively implement the company's product strategy for the industrial market.

This is a product management position requiring close collaboration with engineering during product development as well as with an outbound marketing communications team who will drive the marketing programs to the direct and indirect sales channels upon commercialization.

The candidate will be responsible for quarterly updates to the Senior Management Team and will play a key role in articulating and executing the appropriate role of the industrial market within the broader corporate strategy.

### **Key Duties & Responsibilities:**

- **Market Research and Requirements**
  - Become internal expert on industrial market; identify appropriate professional development
  - Attend appropriate conferences and tradeshows
  - Define competitive landscape
  - Conduct customer visits, interviews, and focus groups as needed to refine user requirements
  - Develop relationships with consultants or partners
  
- **New Product Development**
  - Draft user requirements document (URD) based on VOC activities and market research
  - Effectively communicate and prioritize user requirements to Engineering & Applications
  - Drive evaluation of partnerships & licensing opportunities to optimize product timeline and profitability
  - Obtain buy in for URD and product requirements document (PRD)
  - Participate actively in product development process
  - Communicate progress on product development to Senior Management Team and other internal stakeholders
  
- **Product Positioning**
  - Develop appropriate go-to market strategy with resonant positioning
  - Educate and equip sales force to effectively launch and grow sales of this product
  - Work closely with marketing communications to develop impactful PR & advertising campaigns
  - Coordinate with sales & marketing communications to leverage tradeshow presence

- **Product Expert / Spokesperson-**
  - Become a technical/application specialist. Assist the sales organization with technical customer meetings. Meet with analysts to discuss product capabilities, positioning and strategy.
- **Obtain development contracts and grants**
  - Identify and manage the company's response to all appropriate opportunities for federal government grants or collaborative programs related to industrial applications.

**Skill Requirements:**

- This individual must have a highly entrepreneurial attitude and enjoy the challenges of creating a market and product.
- This person must possess a strong ability to manage across multiple functions, working independently and in teams. This role will require strong communication and presentation skills.
- Must have significant knowledge in principles of brand management, marketing and sales process.
- Knowledge of competitor products and complementary technologies is a plus.
- 25%-30% travel is expected, including some international travel.
- Travel requirements likely to be greater upfront during VOC phase.

**Experience Requirements:**

- 3+ years marketing or sales to industrial customers for technical products/instruments

**Education:**

- Technical undergraduate degree and MBA are required (concentration in chemistry or physics preferred).

We offer a very dynamic, entrepreneurial work environment and the chance to be apart of a growing company with emerging Material Identification and Homeland Security solutions.

Ahura offers an outstanding benefits package, including health, dental, vision, life and disability insurance, a 401k savings plan, paid time off (PTO), sick and other family friendly leaves, flexible hours. Compensation is competitive and commensurate with skill, knowledge and experience level.

Ahura Scientific, Inc. is an equal opportunity employer M/F/D/V.

To apply, please follow this link, <https://home.eease.com/recruit/?id=58127>