

Global Director Product Management

Overview:

HARDINGE INC., founded more than 125 years ago, is an international leader in the machine tool industry. The Company, headquartered in Philadelphia, PA, designs and manufactures a wide range of machine tool products and accessory items and is extremely active in the international marketplace. The Company's common stock trades on NASDAQ under the symbol of "HDNG." (The company Web site can be reviewed at www.hardinge.com.)

The company has an opportunity for a Global Director of Product Management, Grinding Products, based in St. Gallen, Switzerland. This global role reports to the Sr. VP of Corporate Development based in the corporate headquarters in Philadelphia, PA but will work closely with a sales & marketing, engineering, finance, and operations team based in St. Gallen and Biel, Switzerland. The role requires a global mindset and the willingness to travel throughout Europe, Asia, and the Americas and the ability to work effectively with internal resources and external customers across multiple cultures. The requirements for this position are as follows:

EDUCATION:

- Bachelor's degree in technical or business field required. Advanced degree (MBA) preferred.

EXPERIENCE:

- 10+ years of B2B product management or sales experience with industrial type of products
- Relevant product or industry experience desired. Product line P&L management experience
- Languages proficiency: English preferred; additional languages includes German, French or Mandarin)
- Willingness to travel up to 50% (both regional and global) including extended trips of 7 to 14 days; on average travel expected to be 25 to 30% with the ability to provide leadership and guidance remotely across all time zones.

QUALIFICATIONS:

The Global Director of Product Management will need to act with an entrepreneurial spirit and manage the portfolio with a GM mindset. This role requires strong strategic thinking and experience working across regions and functions. With leadership responsibility for the overall product portfolio, this role must closely collaborate with colleagues in sales, marketing, engineering, operations and finance and be comfortable interfacing with and presenting to senior levels of management.

REPORTS TO: Sr. VP of Corporate Development

LOCATION: St. Gallen or Biel Switzerland

RESPONSIBILITIES:

This Global Director of Product Management will be responsible for leading a \$100M machine tool product portfolio including developing the product line strategy and business plan, creating and maintaining product roadmaps, driving new product development, managing the product life cycle, and driving the execution of the business plan. This individual will also be responsible for leading a team of regional product managers located around the globe and gaining cross-functional and cross-regional alignment from key internal stakeholders. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Market Sensing & Strategy Development:

- Engage with customers to better understand their needs and ensure our product plans are aligned to their strategic priorities
- Articulate market trends, demand drivers, customer needs, industry trends, and competitive landscape
- Conduct market segmentation exercises to develop market segment-specific strategies.
- Conduct competitive analysis and benchmarking
- Define segment –specific value propositions that will drive market share gains
- Develop product roadmaps that align with the business strategy
- Design go to market strategy, inclusive of indirect and direct market channels, product launch and promotion, sales tools, and training

Develop Business Plan:

- Define resource requirements necessary to execute the product roadmap
- Work cross functionally to define sales, technology and operations strategies and goals, in line with financial goals; build consensus on specific tasks
- Develop well justified business cases for new products with critical outcomes, such as returns, clearly defined
- Develop the annual operating plan (Sales, gross margin, and required engineering resources)

Execution – New Product Development & Launch:

- Be the opportunity champion for product development projects
- Define detailed product requirements and develop the business case to justify the project investment with an emphasis on common platforms and components
- Work with R&D and operations in the development of new products to meet current and future customer requirements including driving the team's focus on development schedule adherence (time and cost targets)
- Plans product launches, including the development of marketing and sales plans, product promotion plans, sales tools, and training

- Provide inputs to Marketing for the development of collateral, including e-commerce
- Establish global pricing guidelines based on competitive analysis
- Provide demand forecast inputs to S&OP and assign product classification (made to stock, made to replenishment, made to order) with a focus on maximizing inventory optimization
- Attend customer meetings and support the sales team and application engineering to win new business

Execution – Post Launch Product Management:

- Manage the product line P&L (sales and gross margin) for the assigned portfolio
- Deliver sustained profitable growth
- Enable sales to promote the product line via ongoing training and the development of collateral materials that help articulate the value proposition
- Manage special price requests and provide deal profitability analysis
- Work with operations on product lead times and cost targets
- Track progress to the business plan and facilitate resolution to gaps
- Be the champion for resolution of product issues (e.g., quality, delivery, etc.)
- Manage the product lifecycle including ongoing cost reduction initiatives, IP and trademark management, and end of life / product phase-outs

Talent Management:

- Manage, energize and motivate a multi-cultural team of product managers located around the globe
- Build, coach and develop individuals and teams

We offer a competitive salary and benefit package including health insurance, life insurance, 401(k), paid vacation, paid holidays and long-term disability.

Hardinge Inc. is an Equal Opportunity Employer, Veteran/Disability