

## Position Description: Product Manager



**Position Title:** Product Manager  
**Functional Group:** Marketing  
**Reports to:** GM Operations  
**Date:** August 2018

### Our Company

Coretex is a world-leading technology company that creates innovative fleet management and IOT solutions for organisations that operate in mission-critical environments. Our start-up culture and 'can-do' attitude helps us take on the best and win. Our proprietary technology platform helps organisations run more efficiently and comply with complex legislation through intelligent use of data gathered directly from fleet assets.

Coretex has customers all over the globe. Our business is run from offices in New York, San Diego, Auckland, and Sydney. We have ambitious growth plans that will see us further expand operations over the coming weeks, months and years.

### Our Mission

At Coretex we believe that technology should be used to create a safer, cleaner and more productive society. The world's resources are under increasing pressure - to keep growing, we have got to figure out how to do more with less.

Our goal is to help operators drive better business results by improving their asset utilization, reducing fuel consumption and minimising the wear and tear on people and machines - all whilst ensuring that operators remain compliant with all relevant legislation.

### Purpose of this Role

Your role as the Product Manager for the Constructions & Ready Mix business is integral as our company continues to expand our North America footprint. We need your expertise in telematics solutions in order to continue cementing our relationships in the construction and ready mix industry but also develop new offerings for our customers. Your customer focused approach will help you anticipate the future needs of your customer and your technical curiosity will drive you to develop products to those needs. You will have ownership of the products for the Constructions & Ready Mix vertical for the United States and Canada from womb to tomb: requirements gathering, product ideation, product development, go to market strategy, sales training, P&L, etc.

### Responsibilities

The outcomes listed below describe the tasks the Product Manager may be expected to carry out. This list is indicative of the role and is not exhaustive.

- Engage with customers to identify business opportunities for telematics products and services.
- Conduct market research to identify competitive offerings and potential partners for the supply of technologies and integration with third party applications.
- Develop new products and services by defining the requirements and specifications for the whole product including, pricing, cost models, product launch requirements, internal and external documentation and procedures, packaging, and go to market timing and strategies.

## Coretex Position Description

- Collaborate with product development to define products, resource requirements, and development schedules to meet the go to market strategy.
- Work with Operations to prepare for the introduction and support of the products and services.
- Integrate Marketing to develop collateral, training and promotional activities in support of the Sales organization.
- Work with the Sales organization by providing training, defining marketing campaigns, and driving the forecasting methodology to deliver accurate forecasts for the executive management team and the supply chain.
- Full responsibility of the product bill of materials, pricing, and cost models to achieve gross margin targets.
- As subject matter expert in construction engage in activities as a thought leader with customers, trade organizations, partners, trade shows, and publications.

### Quality / Health & Safety Accountability

All staff are authorised to take suitable action to prevent, avoid and where possible eliminate quality and health and safety issues within their job area.

### People Specification

The ideal person fulfilling this role will have the following skills and characteristics.

- Prior telematics experience is a must.
- Proven technical aptitude and curiosity.
- Confident presenter with experience delivering proposals to executives to delivering training to the sales and services team.
- Great communication (written and verbal).
- You must live in San Diego or desire to live in San Diego.
- Ability to travel as needed.

### Qualifications

Bachelors degree in Marketing or Business

### Experience

10-15 years as a product manager is preferable

### Why Work with Us

This is a great time to join an agile and fast growing NZ technology company that's taking on the world. Coretex is the kind of company that gives you the opportunity to make a difference.

The Coretex team is driven, professional and focused. We're big on teamwork and open doors. We are passionate about providing our customers with the best technology and experience, and we like to have fun while we're doing so.

The development and growth opportunities are as unlimited as our business growth – locally and internationally.

### Location

The position will be based in San Diego, United States