

We are one of the worldwide leading manufacturers of high quality industrial computers for the use in industrial application areas, based in Germering in the west of Munich. Our products are used wherever it becomes necessary to collect data and visualize processes under extremely demanding environmental conditions. Due to our deep technological know-how as well as our innovative strength and the enormous commitment of our fellow employees, our medium-sized company belongs to the quality and technology leaders in this sector. Our satisfied customers comprise TOP companies from trade and industry. After having achieved above-average growth over the last years, our business expectations continue to look very promising.

In support of our internationally active Strategic Product Management/Marketing team, we are looking for your dedicated assistance with immediate effect as a qualified

## **Product Manager Fleet-Management**

### **Our divisional mission:**

The division „Strategic Product Management/Marketing“ combines the classical Product Management, Marketing Communications and technical Pre-Sales Project Support via Product Solution Specialists.

- Product Positioning, Product Strategy, Portfolio Planning
- Go-to-market and encompassing product management during the life-cycle
- Preparation of feasibility analysis, cost and risk estimates for customer specific R&D services

### **Your responsibilities:**

- Maintain an effective communication process in dependency of the defined End-to-End-Process
- Develop and implement product- and go-to-market-strategy and market positioning for the designated product line per vertical target market in cooperation with the Taiwan IMC group
- Coordinate selection of products for development. Kick off and coordinate product development process for the designated product.
- Continuous analysis of marketing/ product mix
- Definition, development and support for
- Market intelligence
- Continuous analysis of revenue and product profitability, cost situation and market share per designated product and channel
- Work with sales organization to maximize product performance and achieve revenue objectives
- Prepare basics of decision-making with special focus to feasibility analysis, cost and risk estimates for line-up R&D services
- Direct planning of product development activity and assist in the preparation of the strategic plan for designated product in cooperation with Taiwan IMC group
- Support sales div., product engineering, quality management, service department, purchasing and product specialists
- Preparation / Support of product trainings for sales division and channel partner in cooperation with product solution specialists.

### **Your profil:**

- University degree in business sciences with focal point business administration and marketing
- Perennial experience in Product Management or Sales for industrial Fleet-Management products
- Flexible, team-player, persistence, assertiveness
- Excellent MS-Office skills
- Fluent in English

An interesting opportunity within a sound, growing and solid firm is awaiting you. If you are attracted to meet this challenge, we are pleased to receive your application. Please send your convincing and complete application to:

DLoG Gesellschaft für elektronische Datentechnik mbH  
Frau Maria D´Arcangelo  
Industriestraße 15  
82110 Germering  
**E-mail:** [job@dlog.com](mailto:job@dlog.com)  
[www.dlog.com](http://www.dlog.com)