

International Imaging Materials, Inc. (IIMAK) is an industry expert and a leading North American manufacturer of thermal transfer ribbons, which are used in a wide range of high growth markets including bar coding, thermal fax, color computer graphics and security authentication. IIMAK's global operations have nearly 600 employees worldwide, and are headquartered in Amherst, New York. We currently have an opportunity as a Product Manager for the right candidate.

PRODUCT MANAGER

POSITION SUMMARY:

This Product Manager role has overall responsibility for the execution of global marketing strategies for thermal transfer ribbon products. This will be done by implementing internal and external activities to assist the sales organization in maximizing sales growth and profitability. Activities include assisting in the preparation of global product and strategy development plans, which will establish product positioning versus competitive products, product development, service programs, pricing, profitability targets, and product life cycle. External focus within the industry to support forecasting, understand trends and emerging customer/market needs.

PRINCIPAL RESPONSIBILITIES:

- Act as a general manager of the assigned product lines worldwide and assume responsibility for its commercial success.
- Understand market needs and trends by developing working relationships with the sales team, media partners and key customers; actively participate in industry events for networking opportunities.
- Maintain analysis of the market with a focus on market size, share and competitive positioning.
- Specify market requirements for current and future products by conducting market research supported by visits to customers and non-customers.
- This Product Manager works closely with the sales team.
- Act as liaison between Worldwide Sales and Operations, making decisions that balance needs of each group and assist in decision making of product selection, technical support and pricing.
- Drive product launches with communication and training.
- Manage day-to-day product requirements including product changes, QA issues, manufacturing and vendor decisions, product benchmarking and prioritization.
- Routinely analyze and formally present details on product performance.
- Initiate and manage promotional programs with Marketing Communications to develop effective sales tools, including presentations, product/application literature, trade shows, direct mail/email campaigns, seminars and web promotions.

QUALIFIED CANDIDATES SHOULD POSSESS:

- BS degree in Business, Marketing or Engineering required. MBA a plus.
- 7+ years of solid Product Management experience required.
- Previous experience in a manufacturing environment desired.
- Excellent written, verbal communication skills to include public speaking and presentation.
- Strong PC skills and understanding of financial data, including excellent analytical skills.
- Strong customer and cross-functional skills.
- Strong facilitation skills to lead multi-function projects/cross functional teams.
- Willingness to travel 20%.

If you are interested in joining a dynamic organization with global presence, please send your resume and salary history in confidence to:

Human Resources
International Imaging Materials, Inc. (IIMAK)
310 Commerce Drive
Amherst, NY 14228
Fax: 716-691-4349 / E-mail: hr@iimak.com
No Phone Calls
EOE – M/F/D/V

Candidates must be legally authorized to work in the U.S.