



POSITION DESCRIPTION

<u>POSITION:</u>	Product Manager
<u>REPORTS TO:</u>	SVP Marketing & Technology
<u>COMPANY:</u>	Affiliated Distributors
<u>LOCATION:</u>	Wayne, PA

THE COMPANY

Affiliated Distributors (A-D) is a well-established, dynamic organization that serves the largest multi-industry group of independent distributors in North America. It is a small company that does big things. A-D's 50 associates provide purchasing and marketing services to some 500 leading distributors and 500 manufacturers in six industry verticals: Electrical, Industrial, Plumbing, HVAC, Drywall, and Pipe Valves and Fittings. These services enable A-D to process over \$5 Billion in transactions from and then to these business partners. Headquartered near King of Prussia, PA, the company has sustained a 15% average compounded annual growth rate over its 30 year history by being an innovative and influential leader in each industry entered.

A-D's Mission is to help independent wholesalers continue to win their battle with the National chains. A-D does this by leveraging its members' purchasing power of some \$20 Billion to negotiate cost-saving programs, as well as by developing innovative marketing programs that help its members penetrate new markets, providing services that help its distributors reduce their operating costs, and by facilitating the sharing of best practices throughout its Distributor network via meetings, communications and on-line interaction.

This highly visible role is new to the organization and will require someone to help define the position and the processes needed to deliver on the strategy.

Please refer to <http://MyA-D.net> for more information about the company.



POSITION SUMMARY

The Product Manager will identify and execute on strategies that enhance the value of the A-D to its customer base, while positioning A-D favorably in the marketplace. He/she will live between the business team(s) and the technology department while officially working in the Marketing team. This person will develop business cases, build competitive analyses, and manage the life cycle of a finite set of products. The candidate will be responsible for creating and executing the A-D technology product roadmap. The successful candidate will lead cross-functional teams in planning, developing and implementing new initiatives. He/she will help A-D create and utilize technology applications (and electronic communications) to further achieve our mission.

This role will primarily focus on A-D's client-facing technologies in particular our web platform and web-based technology products/solutions.

PRIMARY DUTIES & RESPONSIBILITIES

- Work closely with customer, business and technical teams to develop a keen understanding of Affiliated Distributor's business requirements.
- Create an environment of active collaboration where all stakeholders are empowered participants in the product development process.
- Develop a prioritized customer-facing technology road map and detailed business requirements for each step in the road map.
- Work with the CTO on architecture and development strategies.
- Lead cross functional teams to implement and deploy new and improved customer-facing software and functionality. This will include business specifications, development, testing, and roll-out activities.
- Work with various cross-functional teams to ensure that functional and non-functional project requirements are met and intra-team communications are effective.
- Understand the technology market and trends. Initiate discussions and efforts to continually improve existing offerings.
- Track the effectiveness of new features/functions, perform ongoing detailed analyses, and own future releases and roadmap.

CANDIDATE PROFILE

- A Bachelor's Degree is required; MBA is preferred.
- 10 years of experience with at least 5 years of technical product management and business analysis experience.
- Demonstrated success defining and launching technical products/services. Strong Product Development experience.
- Natural desire and demonstrated ability to keep pace with external technology trends and best practices.
- Results-oriented individual who can effectively pivot between technology and business worlds in a proactive and collaborative fashion.
- Significant experience leading cross functional teams.
- Significant experience in researching, selecting, and implementing web technologies and platforms.
- Strong understanding of customer centric-design and web best practices.
- Documenting work flows, site architecture, and wireframes should be second-nature.
- Demonstrated success where innovation, collaboration, customer service and sales results are a high priority.
- Experience working successfully with both internal and customer teams.
- Strong organizational, time management, analytical and creative problem solving skills.
- Robust experience using metrics and business cases to drive prioritization and decision-making in all aspects of planning and execution.
- Unquestionable professional and personal integrity and the ability to commit to the philosophy, mission and values of A-D.
- Superior time management and project management skills.
- Highly effective interpersonal, written and oral communication skills.
- Self-starter, confident, sincere, forward looking.
- Competitive spirit and enthusiastic passion to win.
- Strong intellectual curiosity.