



## Job Description

**Title:** Global Product Manager  
**Department:** Cascade Marketing  
**Reports to:** Head of Global Product Management  
**Date:** November 2021  
**FLSA Status:** Exempt  
**Location:** USA - Varies  
**Created by:** Director of Compensation & Benefits  
**Approved by:** Head of Global Product Management

### **SUMMARY**

The Global Product Manager is responsible for the commercial success of regional and global Cascade products. Works to combine the efforts of regional sales, after market support, marketing, production, purchasing, and engineering departments to provide and produce value added products and services that will satisfy customers, grow revenues and increase market share. The Global Product Manager has responsibility for some of the following: fork positioners, side shifters, layer pickers, multiple load handlers, mobile weighing/dimensioning products, large attachments, paper roll clamps, rotators, push-pulls, sliding arm clamps, damage reduction products, accessories, forks and other specialty material handling solutions.

### **ESSENTIAL JOB FUNCTIONS**

The following reflects management's definition of essential functions for this job but does not restrict the tasks that may be assigned. Management may assign or reassign the functions to this job at any time due to reasonable accommodation or other reasons. Job functions include the following. Other duties may be assigned.

- Support Regional Sales efforts to satisfy our customers and target/support/win new customers
- Ensure the overall success of product performance globally
- Ability to reduce product requirements to the written form
- Serve as a customer advocate for Cascade products
- Ensure the product is developed timely, and incorporates the attributes desired by customers that also generates a strong revenue stream to meet business objectives
- Ensure our market leadership position for products and services
- Conduct market analysis to determine the global needs for improved current/future products and bring them to the market
- Ensure technical and sales literature is customer centric and value-added to support the pre-sale and post-sale activities
- Partner with and support the global sales, production, and engineering staff
- Participate in global product corrective action program to minimize warranty costs and ensure the product is the highest value in the market
- View customer and product situations from multiple viewpoints during the decision making process
- Understand how the various parts of the organization interact both globally and regionally
- Develop a strong understanding of customer needs in order to serve as a valuable resource and partner
- Demonstrate a consistent motivation to achieve excellence as a team
- Monitor customer and market dynamics to keep current on trends and competitive pressures, and proactively share this information to ensure Cascade remains a market leader.

## **JOB SCOPE**

This position serves as a professional product consultant reporting directly to the Head of Global Product Management. The position serves as a trusted advocate to customers in order to identify customer needs, resolve issues, and grow Cascade's business.

Discretion and judgement are exercised routinely in the execution of job duties. If errors in judgement or professional execution of responsibilities are made, the consequences to the company can be serious and affect our reputation in the market.

## **INTERPERSONAL CONTACTS**

The position interacts daily with customers at various levels, as well as Cascade employees.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily, safely and in alignment with Cascade's core values. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **EDUCATION and/or EXPERIENCE**

- Bachelor's Degree in marketing, business, or engineering, with a strong mechanical aptitude - MBA a plus.
- Ten years of experience in the material handling industry.
- Must understand, apply and communicate mechanical concepts.
- Experience with Cascade product applications.
- Ability to apply project management skills effectively to teams.
- Ability to balance changing demands on resources and priorities.
- Understanding of intellectual property, commercial contracts, NDA's, and general working knowledge of product liability.
- Requires strong time management, presentation and public speaking skills. Strong communication skills both internally and externally, with the ability to influence outcomes through consensus building. Requires the skills needed to manage competing interests and work successfully with challenging personalities.
- Teamwork and leadership qualities required.
- Extensive domestic and international travel are required; travel can include week days, evenings, and weekend days. Travel ranges from 20% to 30% per year and varies based on project needs and related corporate objectives. Travel time includes international travel, which varies between 50% to 70%.

## **WORKING CONDITIONS**

The working conditions, physical demands, and environmental characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed in a home office setting and at customer sites. Work outside the office, with customers, may or may not have climate controls – each environment could vary and exposure to noise, dust, chemicals, fumes, and other factors typically found in a production environment should be anticipated. This is a full-time position. Days and hours worked will mirror the business operations which typically runs Monday - Friday. May work more than eight consecutive hours at a time or more than 40 hours in a seven-day work period depending on work demands. Occasional evening and weekend work will be necessary. Must possess a valid motor vehicle operator's license, have access to reliable transportation and must be able to travel via most efficient mode for work related travel i.e., airplane.

The individual may encounter pressure in meeting customer needs, balancing competing deadlines and resource constraints. Situations must be handled in a manner that meets customer needs and does not negatively impact customer satisfaction. Customers are both internal and external.

**PHYSICAL DEMANDS**

While performing the duties of this job, the employee is frequently required to sit and is occasionally required to stand and walk. Must be able to use hands to manipulate keyboards and reach with hands and arms in the course of picking up and moving materials. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.

Physical Demands	Amount of Time			
Activity	None	Under 1/3	1/3 to 2/3	Over 2/3
Standing			X	
Walking			X	
Sitting				X
Using hands or fingers to handle/feel objects			X	
Reaching with hands / arms			X	
Climbing or balancing		X		
Stoop, kneel, crouch, or crawl		X		
Talking or hearing				X
Lifting Requirements	Amount of Time			
Physical Demand	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to ten pounds				X
Up to 25 pounds		X		
Up to 50 pounds	X			
Up to 100 pounds	X			
More than 100 pounds	X			

Vision Requirements		
	Yes	No
Close	X	
Distance	X	

Color Vision	X	
Peripheral	X	
Depth & Perception	X	
Ability to Adjust Focus	X	

Color vision, peripheral vision, and depth & perception vision may be required during customer site visits.

**WORK ENVIRONMENT**

Most work performed is in an office environment with climate and noise controls.

Work Environment	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Environmental Condition				
Wet or humid conditions (non-weather)		X		
Work near moving mechanical parts		X		
Work in high, precarious places	X			
Fumes or airborne particles		X		
Toxic or caustic chemicals		X		
Outdoor weather conditions		X		
Extreme cold (non-weather)		X		
Extreme heat (non-weather)		X		
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

The incumbent may be exposed to conditions that vary from Cascade’s production environment, including exposure to wet or humid conditions – paper mill, chemical plant; fumes or airborne particles – recycle facility; toxic or caustic chemicals – chemical plant, paint plant, refinery; extreme cold – freezer applications; extreme heat – foundry, steel mill, forging clamp application.

*This description describes only the general nature and level of work encompassed by this job. This description is not a comprehensive listing of all responsibilities, duties, and skills of employees at this level. Cascade is an Equal Opportunity Employer.*