

ROCKFORD CORPORATION

Rockford Corporation, located in Tempe Arizona, is the leading designer and manufacturer of high-performance mobile audio products. We are looking to add a Product Manager to join our Engineering Team. This is a highly visible position in the company and we're looking for a good fit within the department and the organization. We offer a casual work environment and great benefits. Our employees are very passionate about their work and are encouraged to bring new ideas and creativity to their jobs.

TITLE: Product Manager

SUMMARY: Rockford Fosgate is seeking a product manager to join its New Product Development team. This position will report to the Director of NPD.

RESPONSIBILITIES:

- Brainstorming new product and category concepts in the mobile audio space
 - Source units, speakers, amps, DSP management, vehicle level integration, future growth categories
- Product innovation in support of technology shelf
- End user and distributor research (ethnography)
- Marketplace awareness/understanding
- Using inputs of end user and brainstorm to inform 5-year product roadmap
- Defines product requirements, specs, to yield class-leading audio products
- Pricing, margin, annual quantity estimation
- Positioning of product in price point and feature level strategy
- SKU rationalization
- Driving feature/benefit analysis through the development process in support of outward marketing campaign
- Creation of product proposals based on approved roadmap
- Product owners and shepherds throughout product development process
- Comfortable and confident giving presentations to room of internal and external stakeholders (PPT)
- Collaboration across departments (marketing, engineering, sales, supply chain, finance)
- Create, drive, and execute 5-year product roadmap
- Provide customer, sales, tech support training in support of new product launches
- Travel to support customers, factories, and shows both regionally and internationally (approx. 10-25%)

MINIMUM QUALIFICATIONS:

- Bachelor's degree in marketing, engineering, business or other relevant discipline
- 5-10 years of experience as a product manager
- Strong organizational skills
- Stage gate process understanding
- Prior experience/passion in audio applications
- Knowledge of automotive, motorcycle, motorsports, marine brands

PREFERRED QUALIFICATIONS:

- MBA
- PMP, CAPM, Scrum Master, or other project management discipline certification

Interested applicants send resume and cover letter to jobs@rockfordcorp.com.

The position is based out of Arizona. No relocation assistance provided.

To learn about Rockford, please visit us at www.rockfordcorp.com or www.rockfordfosgate.com. We are an equal opportunity employer and value diversity in the workplace.