



POSITION DESCRIPTION

POSITION TITLE: Product Commercialization Manager **FLSA STATUS:** Exempt
DEPARTMENT: Product Management

REPORTING RELATIONSHIPS

POSITION REPORTS TO: Strategic Product Manager
POSITIONS MANAGED: None

POSITION PURPOSE

The Product Commercialization Manager is responsible for managing and communicating product specifications, developments and ensuring consistency among applicable groups. Responsibilities will specifically be focused on operating within the designated channel to assess competitive situations and work closely with sales and product management to execute positioning strategy and throughout the product development to ensure congruency of final deliverables to requirements. The person is responsible for coordinating the positioning and functional strategy of defined products throughout the any aspect of the product life-cycle, from conception of an idea, through to final discontinuation with an emphasis placed on commercialization and coordination of multiple departments during the process. The person is also considered a central repository of knowledge regarding the core product identification information. This individual is responsible for contributing to a positive work environment.

POSITION QUALIFICATIONS AND JOB DUTIES

QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Minimum B.A. with an emphasis in Business or Project Management is preferred or equivalent work experience
2. Minimum 1-3 years' experience in process control and revision.
3. Required to have an extensive working knowledge of PC functions and Microsoft Office programs including: Word, Excel, Outlook, PowerPoint, etc. SAP experience is a plus
4. Must demonstrate self-motivation, enthusiasm, strong organizational skills, and extreme attention to detail

JOB DUTIES:

1. Work with sales, marketing, operations, compliance, production and project management throughout the entire launch plan of new products.
2. Execute "Off Shelf Requests" working closely with Sales, Supply Chain, Marketing and outside suppliers.
3. Assume an essential role for assigned projects:
 - Manage and direct initiatives through any of Bona's stage gates ideation, definition, project, production and all tasks associated with each stage
 - i. Market research
 - ii. Product specification

Product Commercialization Manager

- iii. Demand forecast
 - iv. Launch coordination/timing with production, marketing and sales
4. Act as a central resource for coordination, supply of information, and strategic product decisions during product launches.
 - Create RFQ, NPS and FAI documents for new items to generate costs/margins for sales, BOM for procurement, quotation requirements for vendors and specifications for supply chain.
 - Create marketing PRF's for labels.
 - Create and maintain UPC codes and label numbers for all items.
 - Maintain a file of pending product changes, actionable upon reorder.
 - Review and approve labels and packaging for function, content, adherence to the product vision and item information.
 - Maintain item specifications and label numbers for all items.
 - Analyze and maintain monthly sales, standard cost and ad hoc reports, providing key findings
 5. Communicate the determined volumes for procurement, production, and quality to attain with regards to new and existing products.
 6. Host product meetings, capture updates and monitor deliverables.
 7. Monitor product performance to facilitate increased sales, profitability, perception, and penetration of product lines.
 8. Conduct ongoing and new product testing of chemicals.
 9. Work with sales marketing and supply chain on new product and promotional product forecasts.
 10. Develop mutually beneficial, respectful, and effective relationships with peers to ensure seamless coordination between departments, maximize synergy, and maintain a shared vision, strategy, and focus.
 11. Support needs on both Hardlines and Liquid Lines.
 12. Able and willing to work necessary hours to meet all project deadlines, travel when necessary.
 13. Other Duties- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

CORE COMPETENCIES

1. **Professionalism** - Upholds organizational values, demonstrates sound business ethics, works with integrity and ethically in all situations, and treats others with respect and consideration at all times regardless of their status or position. Accepts responsibility for actions, reacts well under pressure, follows through on commitments, and demonstrates consistency between words and actions.
2. **Project Management** – Completes appropriate amount of projects within the given timeframe.
3. **Diligence** –Perseveres in accomplishing tasks or objectives and maintains a sense of urgency about getting results.

4. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions. Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks.
5. **Attention to Detail** – Completes work in a thorough and complete manner, provides detailed information, and tracks details at all times.
6. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group presentation skills, presents information and numerical data effectively, and actively participates in meetings.
7. **Responsiveness** – Takes action to meet the needs of others, responds timely without supervision, and minimizes delays.
8. **Productivity** - Meets or exceeds productivity standards, completes work in timely manner, and strives to increase productivity.
9. **Team Player** - Identifies with the larger organizational team and their role within it by balancing team and individual responsibilities, sharing resources, responding to requests from other parts of the organization, supporting larger legitimate organizational agendas, and putting the success of the team above personal interests. Exhibits objectivity and openness to others' views, gives and welcomes feedback, contributes to building a positive team spirit, recognizes accomplishments of other team members, and builds morale and commitment to goals and objectives.
10. **Results Oriented** – Maintains an appropriate focus on short and long term goals, outcomes, and accomplishments, conveys a sense of urgency to make things happen, and displays a sense of urgency about getting results. Motivated by achievement and persist until the goal is reached.
11. **Organizing & Planning** – Plans, organizes and effectively manages to maximize efficiency and productivity. Sets goals and objectives, prioritizes and plans work activities, identifies specific action steps and resources, anticipates problems and develops contingency plans.
12. **Problem Solving & Decision Making**– Able to identify problems, solve them, and show good judgment by isolating causes from symptoms, gathering information from a variety of sources, compiling information and solutions, involving others as appropriate, readily committing to action, and making decisions that reflect sound judgment in a timely manner. Able to identify and choose between multiple options, work well in-group problem solving situations, understand consequences of potential decisions, and support and explain reasoning for decisions.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS

1. Must be able to remain in a stationary position 50% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 25% of the time.
3. Must be able to occasionally move within the office to access file cabinets, office machinery, etc.
4. Must be able to lift 10-20 pounds (for example: packages, copy paper boxes, etc.)
5. Must be able to communicate effectively by listening and also in both written and verbal forms.

WORK ENVIRONMENT

1. Generally, works in an office environment but may occasionally be required to perform job duties outside of the typical office setting.
2. This position regularly requires large amounts of time to be spent using and viewing computer screens and equipment, which generally entails regular and repetitive motions.
3. May occasionally be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations.

SIGNATURES

This job description has been approved by all levels of management.

Manager Signature: _____

Date: _____

Human Resources Signature: _____

Date: _____

The employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

Employee Signature: _____

Date: _____

Bona US is an at-will employer. Therefore, both the employee and the employer retains the option of ending the employment relationship with the Company at any time, with or without notice or cause. Neither this document nor any other oral or written representations may be considered a contract for any specific period of time.