



## POSITION DESCRIPTION

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**POSITION TITLE:** Sr Global Director of Retail Product Management **FLSA STATUS:** Exempt  
**DEPARTMENT:** Product Management

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### REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** SVP Marketing and Product Management

**POSITIONS MANAGED:** Director of Product Management

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### POSITION PURPOSE

The Sr Global Director of Retail Product Management is responsible for leading the global product strategy for Bona. Responsibilities specifically focus on providing leadership and managing the Product Management teams for NAM, Europe, and China in APAC, EMEA and NAM and the NPD process. This individual will establish pricing for current and future products. This person will collaborate globally with Customers, Sales, Marketing BPM, R&D, and Supply Chain throughout the product life cycle to ensure new solutions meet our business and market objectives. The position also holds the responsibility for the profitability of the retail product portfolio. This individual is responsible for contributing to a positive work environment.

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### POSITION QUALIFICATIONS AND JOB DUTIES

#### QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Bachelor's or preferably a Master's degree in a Business related discipline.
2. Minimum of ten years' experience in retail and consumer products and new product development required.
3. Prior experience working in a global position.
4. Ability to travel both domestically and internationally 20% of the time.
5. Ability to handle multiple projects in a fast environment.
6. Ability to produce, analyze, and offer recommendations on forecasts, financial statements, budgets, and sales plans.
7. Self-starter, initiative, flexible, resourceful, adept at dealing with ambiguous situations.

#### RESPONSIBILITIES:

1. Create and oversee the implementation of a global product strategy for Bona.
2. Define and execute a product roadmap that delivers competitive differentiation matched to customer/market needs in alignment with our ideal customer profile (ICP).
3. Coach and lead product management teams for NAM, Europe and China.
4. Work collaboratively with Global Sales, Marketing, R&D, Finance and Supply Chain to translate the product needs into requirements and to drive consensus within the product departments, which ultimately promotes the achievement of the product goals.
5. Profit & loss responsibility for the assigned global product category (alt. managing global team budgets).

Sr Global Director of Retail Product Management

6. Own and manage product life cycle from inception through to execution, and productization.
7. Manage effective cross-department relationships to ensure new products are introduced on time, on budget and exceed expectations.
8. Effectively manage product lifecycles from concept to phase out. This includes following the various corporate processes for New Product Development and Item Inactivation/Phase Out
9. Ensure proper product features, price and positioning of each product within each product portfolio.
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. Able and willing to work necessary hours to meet all project deadlines, travel when necessary.
12. 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.

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## 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. **Quality Management** – Demonstrates accuracy and thoroughness, looks for way to improve and promote quality, monitors own work to ensure quality and applies feedback to improve performance.
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. **Innovation** - Displays original thinking and creativity, meets challenges with resourcefulness, generates suggestions for improving work, and effectively presents ideas and information.

Sr Global Director of Retail Product Management Retail

9. **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.
10. **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.
11. **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.
12. **Customer Orientation** – Views the organization through the eyes of the customer, anticipates and meets customer needs, solicits customer feedback to improve service, responds promptly, and effectively manages difficult or emotional customer situations

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:** \_\_\_\_\_

Sr Global Director of Retail Product Management Retail

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.

Sr Global Director of Retail Product Management Retail