

GN RESOUND CORPORATION POSITION DESCRIPTION

Position:	Beltone International Product Manager
Reports To:	Vice President, Beltone Category Team
Department/Division:	Global Marketing
Work Location:	Glenview, IL
Job Code/Classification	
Revised:	September, 2009

PURPOSE OF POSITION

The primary role of the International Product Manager is to ensure a successful lifecycle management of the assigned product lines.

The International Product Manager contribution will both be individual and as a member of teams during the product definition, development, launch, post-launch and end-of-life lifecycle phases.

The International Product Manager will be measured on the achievements of a new product during its entire lifecycle, as considered against Business Plan, Sales Budgets and Estimates.

JOB DUTIES & RESPONSIBILITIES (Key Result Areas)

This description is intended to be a general outline of job activities and may be in use for job holders at different locations; consult with your manager to identify duties and percentages which may vary from this description. Percentage ranges are approximate and may fluctuate over time.

1. Ensure positive introduction and continuous lifecycle success of assigned product lines:
 - a. Product Definition (10%):
 - i. Research customer and market requirements and translate them into requirements for functional and profitable solutions. Requirements will be within the scope defined by long-term roadmaps driven by the Global Product Planning team.
 - b. Product Development (20%):
 - i. Participate as Product Management (Category Team) representative in cross-functional development teams. Deliverables will be in accordance to corporate PLC.
 - ii. Work with the assigned Marketing Project Manager in establishing product positioning, product story, campaign and related materials.
 - c. Product Launch (15%):
 - i. Create global launch plan, including product positioning, pricing, revenue and target customer's guidance

- ii. Drive and actively contribute to the compilation of clear and communicable competitive intelligence and objection handling pieces to be used by sales and training organizations.
 - iii. Drive and actively contribute to the development and implementation of subsidiary commercial and product training.
 - d. Product Post-launch Support (15%):
 - i. Serve as subsidiaries' primary point of contact on all technical product expertise.
As appropriately needed, direct technical support to the relevant corporate functions.
 - ii. Facilitate best-practice sharing among subsidiaries.
 - iii. Analyze changes in the competitive scene and drive subsequent needed changes or update in the product support tools.
 - iv. Drive product enhancements requirements.
 - e. Product End-Of-Life (EOL) (10%):
 - i. Drive EOL activities in co-operation with relevant departments.
- 2. Be Product Management sparring partner to other parts of the Corporate organization, e.g. R&D, Global Operations, Sales, on *ad hoc* projects. (20%)
- 3. Perform other duties as requested and / or as needed to fulfill the purpose of the position. (10%)

PERFORMANCE EXPECTATIONS (Key Success Factors)

- Follow HR policies including all company and department policies and procedures.
- Meet all performance and behavior expectations outlined in the company performance appraisal and / or communicated by management.
- Perform responsibilities as directed achieving desired results within expected time frames and with a high degree of quality and professionalism.
- Follow good safety practices in all activities.
- Establish and maintain positive and productive work relationships with all staff, customers and business partners.
- Demonstrate the behavioral and technical competencies necessary to effectively complete position responsibilities. Take personal initiative for technical and professional development.
- Safeguard sensitive and confidential Company information.

DESIRED QUALIFICATIONS

Education:

- Minimum of a B.A./B.S. in Business, Audiology or Engineering.

Experience:

- Minimum of 5 years product management experience, preferably in the medical devices or technology fields and in an international context.

Knowledge and Skills:

1. Basic PC application skills, specifically MS Office applications

2. Good communication skills and fluency in verbal and written English
3. Positive attitude, passionate, customer-focused, hard-working and with strong execution skills

OTHER INFORMATION

This job description may apply to employees in different departments and divisions. The information below is intended to document the most common situations and may vary by position / division. Refer to management or human resources for specific information for this position.

Also provides support to:	Sr. Vice President, Global Marketing Vice President, Key Accounts
Direct reports:	None
Indirect reports:	None
Working Environment:	GN ReSound Glenview office Requires up to 25% of travel time, including international travel
Physical Demands:	As appropriate in a normal office setting
External communication and contacts:	Sales subsidiaries Distributors External research centers <i>Ad hoc</i> contacts as required in the fulfillment of outlined tasks (e.g. marketing agency, research agency for focus groups, suppliers...)
Internal communication and contacts:	Global Marketing functions R&D Global Operations Sales Finance
Examples of key deliverables from organization:	Marketing Requirement Document (MRD) Business Plan Global Launch Plan Appropriate launch kit materials (user guides, datasheets, training materials, etc...) NPI forecast Updated competitive intelligence and objection handling materials

This job description is intended to be a general guideline for applicants, employees and managers. It is not to be construed as an exhaustive list of all duties, expectations or qualifications. This description does not create a contract or guarantee of employment. Management reserves the right to modify job responsibilities, expectations and qualifications.