

Product Lifecycle Executive

Reporting to Head of Product Management

The company Brigade is a trusted, multi-award-winning global market leader developing innovative vehicle safety systems, for commercial vehicles and mobile machinery. Our cutting-edge solutions prevent collisions and save lives. Our company culture is defined by ACTION, and these values are at its core.

We are Aspirational, We are Customer Centric, We are One Team, We Innovate, We Own It, Now. These values serve as guiding principles that shape the culture and behaviour of the organisation. These values encompass integrity, innovation, teamwork, customer focus and a commitment to excellence.

Purpose of Role This role maximises revenue and profitability of the existing portfolio during the product's lifetime, manages shortages and obsolescence and ensures effective product rationalisation. It encompasses all aspects of the product delivery contents, accessories and supporting data to drive sales.

Key Responsibilities

- Initiate and manage product line extensions and updates to optimise revenue and profitability over the full life cycle based on market data and close co-operation with sales
- Develop campaigns with sales and marketing to achieve accelerated sales during early stages through multiple channels
- Price positioning to develop share and enhance margins
- Work with the product managers to plan out and execute yearly rationalisation of products
- Manage product retirement and component obsolescence to prevent supply disruption
- Maintain all aspects of the product including packaging, delivery contents and product data

Accountabilities

- Analysis of current product line performance
- Execution of product plans for underperforming product lines

- Enhancements and variants to achieve life cycle goals and maintain competitive position
- Price optimisation
- Management of SKU rationalisation and effective communication to key customers through the sales organisation
- Continuity of supply for critical product lines
- Accurate content for sales tool development and digital channels

Person Specification

- 2 years' experience in a similar role
- Knowledge of systems and processes
- Strong verbal and written communication skills for effective interaction.
- Decision-making skills, especially in high-pressure situations.
- Flexibility to adapt to changing circumstances and priorities.
- Strong organisational and multitasking abilities to manage multiple priorities effectively.
- Attention to detail in planning, execution, and follow-through.
- Proven track record of achieving and exceeding goals and objectives.
- Proactive, enthusiastic, and driven.
- Flexibility to work beyond normal business hours when require

Employee signature

Date.....

action this is how we do it...

