



Job Description

Position	Product Lifecycle Executive
Reporting to	Head of Product Management
The Company	<p>Brigade Electronics, established in 1976, is at the pinnacle of commercial vehicle and mobile plant safety. A founder and innovator of sensing and monitoring systems that have helped save countless lives across the globe for over forty years.</p> <p>Whilst our portfolio can be emulated, our commitment to vehicle safety, our reliable, trusted products and our dedicated team of experts, cannot. We invest in people as well as technology. Everyone in the Brigade family understands the life-changing significance of the products and service we provide and the importance of outstanding systems that work in the most demanding of situations.</p> <p>The Brigade Group organisation is based in the UK and has subsidiary companies in the USA, Canada, Germany, France, Italy, The Netherlands and Poland, and selling in to over 80 countries world-wide via our National Distributor network.</p>
Purpose	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.
Responsibilities	<ul style="list-style-type: none">• 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

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Accountabilities	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Minimum 2 years' experience in a similar role• Proven ability to manage product life cycles preferably in industrial or automotive markets with a knowledge of camera based systems• Highly competent in the use of MS Office applications particularly Excel and familiar with product life cycle management tools• Able to manage varied concurrent projects across departments with a flexible approach• Degree level education in a technical discipline or marketing

Employee Signature: _____

Date: _____

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