

## SALARIED EMPLOYMENT OPPORTUNITY

**POSITION:** Product Innovation Specialist  
Exempt – Grand Rapids

Reporting to the Marketing Director, the Product Marketing Specialist executes the external market analysis for product development and opportunity analysis. They utilize Voice of Customer and Product Development Process tools to work with Marketing, Sales, Engineering, and R&D to drive marketing information back to Flexfab. Support Marketing and Business Units with qualitative and quantitative data to help make the right investment decision. Lead the utilization of a product innovation gate process methodology to identify opportunities to differentiate Flexfab's product offering from the competition and guide Engineering & R&D to develop world-class products. This could also include, but is not limited to:

- Meet with valued customers to define problem statements and product innovation opportunities.
- Work with Sales team to understand customer's unique needs.
- Conduct market due diligence and solicitation of input of key thought leaders.
- Supports Marketing and Business Units in Business Case Development.
- Prepare or cooperate in the preparation of sales forecast and in development of projected budgets.
- Evaluate new markets for potential diversification opportunities with current technologies.
- Provide full study of customers' needs including engineering, procurement, sales, and technicians.
- Present product development, voice of customer, and product validation concepts to group.
- Multi-task many projects and work with Director to prioritize projects.
- Evaluate unique needs of domestic and global regions.
- Anticipate Market and technology trends and evaluate strategic fit.

### QUALIFICATIONS:

- Bachelor's degree in business with an emphasis in marketing or related discipline.
- Experienced Working with R&D and Engineering.
- Opportunity Analysis Skills.
- Sales Relations Abilities with Voice of Customer Experience.
- Excellent analytical, interpersonal, organizational skills, and computer skills.
- Demonstrated effective managerial skills.
- Extensive Field Experience
- Internal Product Development training.
- 5+ years related product marketing and/or product development experience.
- Must be willing to travel up to 50%.

If you meet these qualifications and are interested in being considered for this position, please submit your resume to Sara Whisler in Human Resources.

*Flexfab is an equal opportunity employer, disability & veteran friendly.*

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