

Product Line Manager

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Company: Viavi Solutions Inc.

Location: Suzhou

Category: other-general

Summary:

Evaluates business opportunities to define and optimize the product portfolio through analysis and understanding of targeted markets, market trends, new technology, customer business issues and the competitive environment. Applies broad knowledge of company product capabilities and service offerings with in-depth analysis of market position to create and expand the portfolio of products and solution alternatives. Works closely with product development to create products and validates early product definitions with customers. Uses technical expertise and extensive industry experience to formulate product strategies and identify new product opportunities. Responsible for developing project plans designed to address customer needs and/or expand market share.

Duties & Responsibilities:

Precision Optics Product Line Manager, OSP

SUMMARY

VIAVI Solutions has a 90+ year history of technical innovations that have evolved to keep pace and address our customer's most pressing business issues. We make equipment, software, and systems that help to plan, deploy, certify, monitor, and optimize all kinds of networks - like those for mobile phones, service providers, large businesses and data centers. VIAVI is also a leader in high performance thin film optical coatings and engineered diffusers, providing light management solutions to anti-counterfeiting, consumer electronics, automotive, defense and instrumentation markets.

We are the people behind the products that help keep the world connected – at home,

school, work, at play, and everywhere in between. VIAVI employees are fierce about supporting customer success and we welcome people who bring their best every day to the company - to question, to collaborate and to push for solutions that will delight our customers. VIAVI is publicly listed on the NASDAQ Exchange under the symbol VIAV.

The Optical Security and Performance Products (OSP) business segment of VIAVI leverages its core technology strengths of optics, vacuum coatings, and materials science to deliver innovative and differentiated solutions that manipulate light or create color effects. With over seven decades of experience in optical coating technology, VIAVI OSP is a customer focused, market driven enterprise serving attractive and sustainable market sectors including banknote security, consumer electronics, automotive, industrial, and defense/aerospace. VIAVI OSP's customers include global leaders such as Lockheed Martin, Seiko Epson, SICPA and STMicroelectronics.

The Precision Optics Product Line Manager (PLM) will serve as a lead product manager for VIAVI's thin film coatings products that address a range of applications including 3D sensing for consumer electronics, robotics, biomedical, automotive LiDAR and many other applications. This role is focused on technical product management and the ideal candidate will be skilled in translating technology features into business value. This is a great opportunity for someone to come in and quickly prove their leadership capabilities and become an important contributor in the strategic growth of this organization. The position reports to the Senior Director of Product Management, Consumer Electronics and Industrial.

Responsibilities:

Create a multi-year product plan with strategic focus on delivering product line growth and profitability

Create market stratification for China

Develop quantitative and qualitative analyses for entry into new, emerging, strategic and/or high growth markets

Work with product management and sales leadership to support growth objectives in consumer electronics, automotive, medical and other high potential markets by understanding market trends, customer needs and competition as well as internal capabilities

Develop system knowledge and consolidate customers' requirements in order to further

VIAVI OSP product offerings

Collaborate with the US based Product Management team to create inputs for R&D

Drive current products while analyzing pricing, forecasting, strategy and competitors to achieve maximum profitability and customer satisfaction

Partner with internal teams, including Engineering, Quality, Sales, Manufacturing and Finance

Support the development and execution of VIAVI OSP's inorganic growth strategy

Effectively manage organizational change to meet business objectives

Engage key influencers, including standards and industry organizations, to drive growth

Develops a regulatory map identifying key opportunities and challenges for our products

Travel 20-40% for in-person meetings with customers and partners and to develop key relationships

Background/Experience:

Bachelor's degree in Engineering (advanced degree preferred) with 5+ years of overall experience

2+ years of strategic business development or product management experience in the photonics industry

Must have strong communication, analytical and financial skills and experience with pricing, product, market and competitor analysis

Adept aligning cross-functional teams to execute on growth commitments

Excellent written as well as presentation skills

Proven experience in executing strategy, driving change, and taking measured risk

Ideally based in Suzhou, China. Will consider remote work within China with commitment to engage internal VIAVI teams as appropriate.

Pre-Requisites / Skills / Experience Requirements:

Cross References and Citations:

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