

Senior Product Development Manager - OEM and Marketing



Job Code: SRPDMOEM

Job Details

Location: Ontario
Job Type: Full Time

Position Summary

Position Vacant: Yes
AI Being Used to Recruit: No
Salary Range: \$141K - \$190K

As the Senior Product Development Manager - OEM and Marketing for our HVAC Product Sales Division, you oversee product development and lead the Product Managers within your team and assist Marketing as outlined, you are responsible for managing the product roadmap and the complete life cycle (cradle to grave), working in close collaboration with necessary business stakeholders, including vendors. With a strong sales orientation, you lead the development, improving and executing of SOP and strategies including new product introduction (NPI) as per business direction and continuous improvement plans to optimize overall customer experience. The position reports to the Director of Products & Services - HVAC Product Sales Division.

Key Responsibilities

- **PRODUCT LIFECYCLE AND DATA MANAGEMENT**
- Take full ownership of MAP (Market Approach Plan) initiative and lead local product and accessories roadmap over the product lifecycle in direct coordination with vendors/suppliers and MESCA's product managers, sales, marketing, technical service and support, supply chain, IT, legal compliance, and BC teams. Function as subject matter expert and liaison for product specification, introduction, and life cycle management. Budget development and management for Product development.
- Oversight of AHRI rating submissions for Canadian products
- Lead developing the final specifications and product design requirements within the MAP matrix including compliance with the relevant codes and standards and rebate programs across Canada.
- Apply the Stage Gate process to successfully manage and complete all developments in close coordination with other MESCA functions and organize routine review meetings on the progress.
- Assist Product Sales and Product Managers in the completion of business cases, ROI and manage and deliver assigned projects in coordination with relevant stakeholders to facilitate increased annual product sales volumes in line with organization product growth targets.
- Create and manage SOP and the measurement criteria to ensure that our business objectives have been met.
- Ensure that all product documentations of MAP items including new product release (NPI) bulletins, discontinuation notices, submittals, manuals are accurate and up to date, made

available in English and French, and are timely distributed.

- Develop new product strategies with sales teams, by analyzing market data, new requirements and competitive products to find gaps and opportunities. Capture the voice of the customer from distributor feedback and market data. Prepare business case analyses to support decisions on the introduction of new products and services.
- Take full ownership of vendor management and registration to further advancing the growth of MESCA's HVAC business. Lead finding and registering new vendors as per to support overall business objectives and in support of Supply Chain
- **MARKETING SUPPORT** – working closely with the Sr. Marketing Manager in support of the following.
- Support development of product marketing collateral such as Competitive Comparisons, assist in marketing content development and review of Marketing material collateral . In review and consultation in respect of marketing materials, validate that product claims are adequately supported by factory data. Where product claims are not supported by factory data, flag the need for supplementary testing to the marketing and technical services teams.
- As directed, participate in the targeted industry groups such as HRAI, CSA, CAGBC, MCAC and trade shows and events to support the continued market growth and MESCA brand building.
- **GENERAL**
- Oversight of Technical Information Center (TIC) in collaboration with Marketing and IT
- Regularly report to Director of Products & Services all assigned tasks and projects.
- Adopt and maintain an inclusive, open, and collaborative approach.
- Share information early and often with internal MESCA stakeholders including sales, supply chain, technical, marketing, legal, IT, BC. Routinely update distributors and BC members on business activities.
- Business travel including overseas as directed.
- Other duties as per business needs.

Qualifications

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- Bachelor's Degree in related field with advanced degree preferred.
- Ten (10) years of HVAC product and vendor development experience at the manufacturer/OEM level.
- Strong technical knowledge of the HVAC systems and controllers.
- Proven record in managing diverse product portfolios, both pre-sales and post-sales.
- Excellent written and verbal communication, skills, including and presentation skills.
- Excellent IT skills. Proficient in Microsoft 365 (Excel, Word, Teams, PowerPoint).
- Able to manage expectations of different stakeholders. Strong negotiation skills.
- The candidate should be an analytical, results oriented, hands-on, creative, and detail-oriented leader.
- Demonstrated ability and experience to effectively execute the key responsibilities of the position.

Education Requirements

Min/Preferred	Education Level	Description
Minimum	4 Year / Bachelors Degree	

Years Of Experience

Minimum Years of Experience

Maximum Years of Experience

Comments

10

Accommodations will be available upon request for persons with disabilities.