



Ideal Standard

Job Title	PRODUCT MANAGER CERAMIC PREMIUM		
Department	Product Management		
Country	DE, IT, UK or FR	City	Bonn, Milan, Armitage, Hull or Roissy-en-France
Job type	Permanent	Work schedule	Full-time

Responsibilities & Accountability

The Ceramic Premium PM stands for the development and execution of the CP part of the Premium strategy to secure a healthy growth by:

- Collaborating with the central Marketing and local Markets to understand our market needs
- Managing our product portfolio from a profit, branding, life cycle and complexity point of view
- Managing our NPI & NPD pipelines and roadmap, supported by the NPD and Innovation team, following the company process and training internally and externally on our new products (with direct contribution to make or buy decisions)
- Developing specific activation programmes for our products, with the help of our central Marketing experts
- Developing the Sales budget together with the local Sales organizations for our category and helping them delivering their financial targets defined

Main tasks

- Collect and analyse local product information, competitor actions and general market feedback in order to identify potential opportunities in the area of responsibilities (short term and long term)
- Continuously monitor & evaluate European sales forecasts, market share, profitability/margin evolution (based on analysis performed by Central Business Intelligence team) and performance of the Category, understand root cause of evolutions and then take appropriate corrective actions
- Assess the product portfolio across Europe and develop the Category Roadmap for the Company by involving all appropriate units of the business.
- Set up the design brief and the product development project specification ("Technical Specifications") and NBC/Stage-Gate forms, following the Product Management and NBC/Stage-Gate process of the company. Follow and support to ensure agreed product



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development projects are delivered on time, on quality and to plan

- For new products - Establish sales forecasts and set product pricing and profitability/margin development targets in accordance with agreed product business case targets
- Actively support the overall process and planning for delivering effective (NPI) product introduction and launch/phase-out plans in Category
- Drive the Category SKU rationalization and product phase-out plans as identified in the Company product roadmap
- Provide support to the countries/regions in their product policy, training and product knowledge development
- Work with Legal and other appropriate internal and external parties to ensure appropriate product-related patents, warrants, certifications, approvals are in place for all appropriate markets

Candidate Profile

- Product Management experience gained ideally in the industry
- Good understanding of Architects and Designers jobs and product selection process
- Technical Skills
- Product and business knowledge
 - Ceramic technology (manufacturing process)
 - Customers / Channels / Competition
 - Internal organization and processes
- IT tools
 - Microsoft pack office (excel and PowerPoint)
 - SAP / BW
- Processes
 - Stage Gate process
 - AOP process
 - Business Case
- Strong business acumen with the ability to think strategically. Driven by results. Committed.
- Strong analytical skills.
- Effective communicator with excellent stakeholder management skills. Influential.
- Strong in planning and coordination.
- Availability for international travel up to 20%.



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- Excellent level of English, both written and spoken.

How to Apply

Interested candidates should apply by sending an up-to-date CV (in English) at talent@idealstandard.com with "PM Ceramic Premium" in the subject line. By submitting your application, you acknowledge that you have read and agree to our [Applicants Privacy Policy](#). All inquiries and applications will be treated with the utmost discretion.

Not interested?

[Send us](#) your up-to-date CV today! Our recruitment team will contact you immediately should a career opportunity arise which is relevant to your profile.