

## Job Description

**Title:** Product Manager

**Based Location:** Sto Americas Headquarters, Atlanta, GA 30331

**Reports to:** Director, Product Management

**Purpose:**

Sto Corp. (Sto), a global innovation leader of building enclosure systems and high-performance facades coatings, is seeking a **Product Manager**. The ideal candidate will lead a consistent product and system strategy for Sto Corp. and support Sto Canada Ltd. The scope of work will include product planning and execution throughout the product life cycle, gathering & prioritizing product and customer requirements, defining the product development direction, and working closely with all departments and support personnel to ensure revenue growth and customer satisfaction goals are met.

Must be based in metro Atlanta, Georgia. The ideal candidate is eligible to work a hybrid work schedule, which includes in-office and remote.

**Essential Duties & Responsibilities (includes, but not limited to):**

- **Strategy:** own and lead the development and implementation of marketing plans within the coatings category according to the company's stated strategy.
- **Product Development:** lead and manage product ideation, incubation, development, testing, production, rollout and performance analysis for new products. Work with Marketing Communications to create marketing collaterals and samples.
- **Category Management:** responsible for productivity, profitability, brand awareness, customer acceptance and lifecycle management of existing products.
  - Partner/collaborate with key stakeholders in sales, marketing, operations, finance and customer service to ensure superior performance and growth for the entire product portfolio.
  - Establish ongoing expertise with respect to the market segment, industry, and competition.
  - Responsible for product forecasting to determine appropriate inventory levels.
  - Set pricing levels to meet revenue and profitability goals across all channels.
  - SKU management: generate recommendations for new product additions and product deletions.
  - Organize, plan, and execute large-scale projects from creation through implementation while fostering team collaboration and task commitment.

*This is not a comprehensive listing of all duties or responsibilities that are required for this job.*

**Knowledge/Skills/Abilities:**

- Bachelor's degree in Marketing, Building Science, Architecture, Business or related field.
- Minimum of 3-5 years successful product marketing experience in building materials industry, specifically in the exterior wall claddings market segment. Will consider previous experience that shows the use of skills necessary to execute this position successfully.
- Excellent command of the English language, both written and spoken; bi-lingual would be an asset.
- Knowledge of the financial components of product and marketing management, including product profit contributions (cost, pricing, mix), P&L statements, budgets and other financial metrics.
- Strong leadership skills and ability to thrive in results-oriented environment.
- An affinity for current digital technologies is essential.
- Ability to define problems, gather data, establish facts, and draw valid conclusions.
- Excellent oral and written communication skills and strategic listening skills are necessary to effectively exercise tact, discretion, judgment, and diplomacy when interacting and/or negotiating with all levels of internal and external customers.
- Strong organizational skills - attention to detail and Self-Motivator - willing to take the initiative.
- Creative innovator with entrepreneurial spirit.
- Ability to travel independently (25% or more), including international travel as needed; and ability to manage travel schedule.
- Active, lifelong learner mentality.

**To Apply:**

Submit your resume and cover letter to [Jobs@StoCorp.com](mailto:Jobs@StoCorp.com). Job ID: PM