SMART ACTIONS BETTER COMFORT

Sedac-Mecobel, located in Wevelgem, is the European leader in the manufacturing of metal mechanisms for sofa & convertible beds. With more than 30 years of experience under its belt, Sedac-Meral has become a strong brand in the sofa world and the reference in terms of technical know-how and innovation. For the further expansion of trading business in recliners and for the support of our marketing acitivities, our sales organization in Wevelgem is looking for a (M/F)

Techno-commercial product manager

1. Responsibilities

- ✓ As internal expert for this product range, act as a product evangelist to build technical and commercial expertise and focus in our sales team
- ✓ Represent the company by visiting customers and fairs to solicit feedback on company products and services, explore new products and monitor competitors for this product line
- ✓ Gain a deep understanding of customer experience, identify and fill product gaps and generate new ideas that grow market share, improve customer experience and drive growth
- ✓ Create buy-in for the product vision both internally and with key external partners
- ✓ Develop and implement product pricing and positioning strategies
- ✓ Work closely with our suppliers to deliver with quick time-to-market and optimal resources
- ✓ Drive product launches including working with our suppliers, our sales teams, and customers
- ✓ Evaluate promotional plans to ensure that they are consistent with product line strategy
- ✓ Support customer service for direct business and trade
- ✓ Manage the stock levels and replenishment of the Belgian warehouse
- ✓ Support sales organization with marketing activities for our own product range (e.g. product info sheets, content for the website, LinkedIn pages, …)

2. Skills

- ✓ Proven work experience in product management
- ✓ Proven track record of managing all aspects of a successful product throughout its lifecycle
- ✓ Possesses or has the ability to develop a technical affinity for the product
- ✓ Strong problem solving skills and willingness to roll up one’s sleeves to get the job
- ✓ Skilled at working effectively with cross functional teams and external suppliers
- ✓ Confident in using Microsoft XLS for the analyses of various data, using Pivot table analyses
- ✓ Excellent written and verbal communication skills (English / French) – Spanish is a plus