

KOCH KNOGHT LLC

East Canton, Ohio

JOB DESCRIPTION

DATE PREPARED: 23 Aug 2007

POSITION TITLE: PRODUCT MANAGER – PACKING MEDIA
DEPARTMENT: SALES & MARKETING
REPORTS TO: GLOBAL SALES MANAGER
LOCATION: EAST CANTON, OHIO

PRIMARY OBJECTIVE:

Product Manager – Packing Media will have primary responsibility for sales, marketing and technical support of packing media product group to domestic and international customers with overall key objective of increasing Koch Knight's global market share in Mass Transfer and Environmental market segments. The Product Manager will work closely with Company's sales personnel, outside sales representatives, customer service, engineering and manufacturing under a matrix organizational structure to achieve the primary objective. The incumbent will ensure that Packing Media product group supports the Company's overall strategy and goal.

KEY RESPONSIBILITIES:

- Responsible for direct sales to all house accounts
 - Analyze market and develop Packing Media marketing strategy
 - Become the internal champion for Packing Media product group
 - Work with internal sales personnel and outside sales representatives to develop sales
 - Research, identify and develop new customers in domestic and overseas markets
 - Develop overseas distribution and placement system
 - Work with external PR company to develop product promotion strategy and materials
 - Work closely with customer service and manufacturing to ensure on time delivery
 - Develop pricing strategy to meet market requirements and internal profitability goals
 - Train sales personnel and reps in product competitive advantages
 - Develop budget and periodic sales forecasts
 - Conduct product group SWOT analysis
 - Identify potential acquisition possibilities
 - Other sales/marketing responsibilities as assigned
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REQUIRED EDUCATION/EXPERIENCE/SKILLS:

- Bachelor's degree in science or engineering.
 - Preferred bachelor's degree in engineering: ceramic/chemical/materials/mechanical/metallurgy
 - Preferred MBA in Marketing/International Business or marketing related courses
 - Minimum 3 years experience in product management/marketing/technical sales
 - Excellent written and oral communication skills
 - Excellent analytical and computer skills
 - Tactful, diplomatic and teamwork skills and ability to work under matrix organizational structure
 - Willing to undertake extensive domestic and international travel
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QUALIFIED CANDIDATES:

Email or fax your cover letter and resume to:

Ceramic Innovations, Inc.
Attn: Howard A. Lowenstein
Email: ciiconsult@comcast.net
Fax: 434-296-4590
Call 434-296-6633 if you experience transmission problems