



Job Title: Product Marketing Manager – Crawler Cranes

Date Requested: 07-08-2010

Report to: Kyle Nape

Responsibilities:

- Liaison between Customer and R&D Team
- Develop and do VOC, product comparisons, product specification development, spec sheets, pricing, competitor knowledge
- Operational experience
- Understanding of load charts

Requirements:

- Knowledgeable with Crawler cranes
- Knowledge of some engineering and marketing, Power Point/Excel
- Able to do training, presentations, in front of people, comparisons
- Knowledge of service and operational manuals