Business Card Title / Posting Title	Product Manager
Job Summary	As a Product Manager you develop and manage product marketing programs to ensure continuity in product offerings. You develop and implement marketing strategies to respond to changing and /or competitive environments which may include product positioning, pricing strategies, and overall product positioning. A strong understanding of NetApp's Product and Service offerings, relationship management skills, and experience marketing in a high-technology, dynamic environment is crucial to your success. We are seeking full-time University hires that are pursuing or possess a MBA degree with a tentative start date of May/June 2016. Essential Functions: As a Product Manager you are part of a dynamic team that delivers value to the NetApp organization and supports sales and revenue generation goals. The team is tasked to: -Develop marketing programs in collaboration with sales, sales support, product development and other cross-functional teams to ensure continuity in product offerings. -Establish, enhance or distinguish product placement within the competitive arena. -Develop business plans and product positioning in the marketplace including pricing strategies, product specifications, catalogues, sell-sheets, training aids, web presence and promotional events. -Create lead generation programs to support sales growth. -Identify local marketing opportunities to drive awareness of NetApp solutions. -Track general business indicators, including market share, and competitor's marketing and sales program activities. -Communicate and implement product promotions. -Provide on-going management of the product marketing programs, contracts and agreements. -Identify and maintain relationships with product partners, third party vendors, etc
Job Requirements	Requirements: -Strong verbal and written communications skills; presentation, customer service, business, and negotiation skills. -Strong analytical skills and ability to work both independently and on cross functional teams. -Ability to build strong working relationships across all levels of the organization, including remote areas. -Marketing experience in the technology industry.

-Ability to function well in a fast-paced, dynamic environment with competing priorities.
-Broad understanding of NetApp's products and services technologies/concepts in a distributed environment.

Responsibility and Interaction:
-The tasks this individual is responsible for are often non-routine and unstructured, requiring creative solutions.
-This individual will apply attained experiences and knowledge in solving routine to moderately complex problems.

Interaction:
-This individual must work effectively with Staff to Vice President level employees within the function, and the technical team on assigned projects. There may be communication with employees in other functions as required
-Limited management direction is provided to employee on new projects or assignments as well as review of activities and priorities.
-The ideal candidate will be a proactive contributor and subject matter expert on team projects.
-To be successful, this individual must demonstrate favorable results through coaching and influencing others.

Education and Experience	Education & Experience: -Must be pursuing or possess a MBA or an equivalent degree with a tentative start date of May/June 2016. -A technical undergraduate degree is preferred. -Most new employees in this position have 2-5 years of experience. -Demonstrated ability to have completed multiple, moderately complex technical tasks.
Posting Category	Marketing University Software Engineering
Full time / Part time	Full-time
Posting Location	USA - California - Sunnyvale (Corporate Headquarters) USA - Massachusetts - Waltham
Requisition Number	37228BR