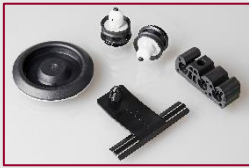


YOUR CAREER AT ITW GLOBAL FASTENERS



As part of the internationally successful ITW Corporate Group with more than 45,000 employees in 52 countries, we are furnished with the strengths and resources of a major global player.

Our area of expertise is the development and production of plastic fastening elements for the automotive sector.

For our locations Enkenbach-Alsenborn / Creglingen we are searching an

Application Product Manager - Interior & Exterior Fasteners (m/w/d)

ITW EU Global Accounts serves European OEMs (VW, BMW, Daimler, Ford and Tesla) and their Tier suppliers with plastic fasteners totaling approximately \$200M in revenues. Units include: Creglingen, Enkenbach in Germany, Les Franqueses in Spain. The division drives profitability by leveraging its innovative solutions and application engineering.

Job Overview:

The **Product Manager** is responsible to **shape, execute & grow our Automotive Interior and Exterior Fasteners Product Portfolio**, with a focus on growth while optimizing market position and financial returns, consistent with ITW EUGA Strategy.

The candidate will support the effort of developing business plans, portfolio strategy and product marketing, and overseeing its execution to maximize the value generation throughout the responsible product life cycle.

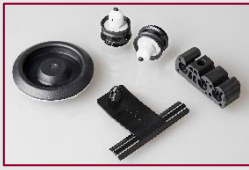
The PM reports directly to the Strategic Marketing Director and requires travel up to 20% of the time

Responsibilities:

Develop the vision and strategy – long-term Growth and Profitability

- **Definition and Execution** of the Product Strategy, “Where to play”
- **Identifies and articulates market trends**, demand drivers, customer needs, VoC, industry trends, and full competitive landscape competitors, IP, market and technology trends,). **Defines: "How to win"**.
- Conduct **market segmentation** to develop **segment-specific strategies** , and defines segment – specific **value propositions** together with Engineering and Innovation
- Develops together with Innovation, **product roadmaps** that align and support business strategy while considering future requirements for the portfolio
- Leads **X-functional collaboration and alignment with** Sales, Technology and operational strategies, in line with Product Strategy

YOUR CAREER AT ITW GLOBAL FASTENERS



Strategy Execution

- Lead execution of Product Growth, **Profitability** and other Targets as defined in plan (AP, LRP)
- Portfolio Management: **Product lifecycle, Continuous Optimization (EOL, NPI, etc) (80/20)**
- Defines and executes **Application /Product Business Plans Short/Mid/Long Term** (Resources needed, competences, risks, KPIs, risk assessment etC)
- Delivers **Product presentations and Trainings** internal and external stakeholders
- Prepares **Business case / Presentation for Project approvals**
- Define **go to market strategy**, inclusive of **channel** strategy and partnerships
- **Define & Support Marcomm** activities: Product Launches, articles, , fairs, Battle cards, Tech Days

What Your Background Should Look Like:

- Industrial Engineering Degree or related field. (Ideally a joint degree of engineering and business administration (industrial/ commercial engineer). MBA or marketing-related graduate degree a plus
- 5+ years of professional experience in the field of Product management and / or B2B marketing is required, preferably in the Automotive industry
- Hands-on, Entrepreneurship mentality: Proactive, self-motivated, out-of-the-box mindset and strong analytical skills (data-driven)
- Experience in consolidating data, analyzing, and articulating findings in a succinct and impactful way
- Very good technical and commercial understanding
- Business fluent English language skills (written and spoken), German preferred
- Excellent interpersonal and communication skills, as well as ability to engage effectively at all levels with internal and external stakeholders

Are you looking to grow or advance your career with a company that will support you to reach your full potential? Are you searching for a career that provides flexibility and freedom in your role?

Then please send your application documents to:

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ITW Fastener Products GmbH
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97993 Creglingen
Email: martin.poehland@itwfasteners.com