

Senior Manager – Product Marketing Jobs in UAE | AI Futtaim Careers

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Company: AI Futtaim

Location: united arab emirates

Category: other-general

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Job Responsibilities:

Identify target segments and define the primary target customer / vehicle application for each product line

Manage the Product Lifecycle to meet evolving consumer needs, technology developments and competitor landscape

Maximise mass profit of the portfolio by optimising volume and profit per unit with right cost to value offering and logical grade walks

Perform competitive analysis to recommend Product, Pricing and Offer Strategy for launch and develop countermeasures to address sales performance and stock issues

Job Requirements:

Minimum 8 years' work experience in a multinational Automotive industry with managerial experience in product related role.

OEM or Major Distributor experience desirable, ideally with GCC experience

5+ years of hands-on work experience using analytical tools

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