

## Analysis and Product Development Manager

The Analysis and Product Development Manager is responsible for supporting Outlook's revenue growth collecting, analyzing, synthesizing, and reporting key market insights and managing the new product development process.

This individual will spend much of their time researching Government methods for procuring janitorial products and providing the sales team with insights to capture sales of essentially the same (ETS) products. Their analysis will feature product development opportunities to help Outlook reach new customers and expand its value to wholesale / distribution partners. This individual will then lead the new product development process between internal and external stakeholders.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. (Other duties may be assigned).

1. Develop and implement a process to meticulously research and evaluate the Federal Government marketplace for growth and product development opportunities in the JanSan category, specifically tissue paper products
2. Synthesize market data and routinely report insights and recommendations to Outlook's senior leadership
3. Analyze market trends to determine the "next best product" or group of products to begin developing
4. Develop knowledge sharing relationships with industry partners, wholesale, and distribution to guide the Sales Plan and growth objectives
5. Lead the product development process between Sales, Marketing, Finance, Operations, and external stakeholders
6. Become a Subject Matter Expert in Government Procurement activities, AbilityOne, and Outlook's sales channels to help guide sales and marketing efforts
7. Develop reports based on internal and external data to show progress towards product development and business development goals
8. Invest time in professional growth and the growth of fellow associates

## GENERAL EXPECTATIONS

All associates are expected to embrace Outlook Nebraska's mission and professionally represent Outlook Nebraska in all settings. The Analysis and Product Development Manager is expected to support Outlook's revenue growth by identifying opportunities to increase sales of existing products while leading efforts to develop new products.

## OUTLOOK NEBRASKA LEADERSHIP COMPETENCIES

1. Project Management - Develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget; manages project team activities.

2. Analytical - Synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data; designs work flows and procedures.
3. Judgment - Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.
4. Planning/Organizing - Prioritizes and plans work activities; uses time efficiently; plans for additional resources; sets goals and objectives; organizes or schedules other people and their tasks; develops realistic action plans, able to multi-task and manage multiple priorities simultaneously.
5. Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics
6. Technical Skills - Assesses own strengths and weaknesses; pursues training and development opportunities; strives to continuously build knowledge and skills; shares expertise with others.
7. Teamwork - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed; collaborates well between team members and departments.
8. Quality Management - Looks for ways to improve and promote quality; demonstrates accuracy and thoroughness.
9. Adaptability - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.
10. Strategic Thinking - Develops strategies to achieve departmental goals; understands department strengths & weaknesses; analyzes market and competition; identifies external threats and opportunities; adapts strategy to changing conditions.
11. Verbal / Nonverbal Communication – Convey easily and quickly any message; speaks clearly and persuasively in positive or negative situations; listens attentively and seeks clarification; responds well to questions; maintain professional nonverbal communication related to situation
12. Written Communication - Writes clearly and informatively with a high level of sophistication; varies writing style to meet needs; presents numerical data effectively; able to read and interpret complex written information.
13. Presentation Skills - Presents clearly and informatively, easily maintaining audience attention and responding to audience needs; able to facilitate discussion, progress effectively, and manage audience as needed

#### MINIMUM QUALIFICATIONS / REQUIRED SKILLS

1. Must possess a bachelor's degree or have equivalent experience
2. Must be highly analytical and detail oriented
3. Must excel at organizing and reporting insights from multiple data sources
4. Must have the ability to lead complex processes and adhere to strict timelines
5. Must possess excellent written and verbal communication skills
6. Must operate with a high degree of personal accountability and responsibility
7. Must be able to effectively collaborate with internal and external stakeholders.