

*We will excite our customers by bringing extraordinary design and innovation to everyday products.*

**Position Title**

**Director, Product Management**

**Position Description**

Are you an enterprising person? Do you love consumer products? Do you embrace change? If so, Carolina Pad would love to hear from you! Who are we? Carolina Pad is a leading supplier of extraordinary office and school supplies. We've recently created a new position on our Marketing Team for a Director of Product Management.

The Director of Product Management will lead a team of 4 product managers that will be experts in both their product categories and the consumers of those products. The successful candidate will develop and execute a business planning process to identify opportunities for extraordinary growth within our product categories.

He/she will be responsible for strategy and will lead the product managers in interpreting international/domestic concepts, identifying consumer needs and researching consumer trends as it relates to market demands. The successful candidate will be able to sell ideas to both the organization and our customers while working in collaboration with Creative, Channel Marketing, Operations, Product Innovation, Sourcing and Sales.

**Industry Experience**

The successful candidate will have management experience in product marketing and a track record of increasing revenue and growing profits. He/she will have experience with a consumer products company selling to national retailers or have been in product development at a national retailer. Ideally, she/he will have the ability to successfully work across different mediums but primary emphasis will be paper. The successful candidate will likely have experience in one of the following industries: school and office products, social expression (gift wrap/paper party wear), home, decorative and/or fashion accessories. It is also necessary for this candidate to have experience with a sourcing business model.

**Competencies**

To perform the job successfully, an individual should demonstrate the following competencies:

1. Creative Thinking: recognizes talent and trends with an ability to translate strategic vision into extraordinary product/market concepts. He/she must also see challenges as opportunities, adjust to changing market dynamics, and think out-of-the-box. The successful candidate will inspire innovation, risk-taking and creative problem-solving.
2. Exceptional Communication: Director Product Management will process information quickly and communicate effectively. He/she will foster a collaborative environment and to provide direction as needed. He/she will be able to communicate well verbally and in writing.

## Director, Product Management

### Job Requirements

3. Outstanding Leadership: motivates others to perform; creates an environment of respect and trust;
4. Business Acumen - demonstrates knowledge of market and competition as well as different industries and mediums; aligns work with strategic goals; understands the process of bringing products to market.

### Technical Skills

Bachelor's degree. A minimum of 10 years consumer product marketing experience including at least 5 years of management experience of product managers.

Expert in Windows platform including MS Office. Working knowledge of MAC environment and the creative suite desirable.

### Location

Charlotte, NC. Relocation costs will be considered for the ideal candidate.

**Interested and qualified candidates please send resume to:**

**Patrice Pickett**  
**Executive Search Consultant on behalf of Carolina Pad**  
**patrice@pickettsearch.com**  
**Write "Director Product Management" in the subject line.**