



Product Management Leadership - Job Profile

Line of Business: Customer Care / Customer Energy Services
Job Family: Product Management Leadership
Reports to (Job Title): Varies

Effective Date of Job Profile: August, 2013
Last Updated: August, 2014

Job Family Summary	<p>The core responsibility of this role is to create and execute the strategic vision for this product portfolio, effectively managing all products throughout the product lifecycle. The position leads a team of product managers to evaluate and develop new offerings, manage and support existing products in the market, and sunset products at end of life. Success is measured per the ability of the product portfolio to add value to PG&E's customers and meet energy savings goals while balancing the requirements of PG&E's regulators, achieving all of the above within budget and CES established cost metrics.</p> <ul style="list-style-type: none"> • Create the high-level strategic vision for the assigned product portfolio; including business cases and roadmap for all products throughout the product lifecycle (e.g. market segmentation, market potential, technology readiness and adoption milestones, codes and standards alignment, and end of life criteria). Roadmap to align with overall CES customer strategy (segment targets and customer satisfaction criteria) and regulatory strategy. • Oversee the implementation of the assigned product portfolio strategy, effectively managing all products through the product lifecycle, including management of existing products in the market, development of new products including development of an Emerging Technologies strategy to support new product pipeline, and sunset of products at the end of their lifecycle. • Manage (and develop as needed) key indicators related to operational and regulatory budgets and product portfolio performance (including savings achieved, cost-effectiveness, market penetration, and customer satisfaction), and ensure processes are in place for accurate and timely reporting to PG&E management and regulatory entities. • Ensure product family meets regulatory compliance ensuring alignment of PG&E objectives and business risks with regulatory strategy. • Articulate product goals and mission to key stakeholder teams and to senior management. Manage all key company stakeholders and oversee development milestones with transparency; appropriately involve necessary stakeholders for sign-off processes involved for each milestone. • Work cross-functionally to develop and execute strategy to ensure PG&E is engaged and influencing at the appropriate levels and frequency with external stakeholders relevant to the product portfolio. Includes engagement of industry associations and standards bodies, vendors, distributors, retailers, contractors, and state and federal regulatory agencies. • Hire and develop a high performing cohesive team of product managers, via coaching, performance management, information sharing, and Human Resources systems to enable the team to deliver on the product portfolio goals, including maintaining formal job responsibility documents, individual goals and development plans, and ensuring the team is aligned with the company and organization's vision, goals, values, strategies, and operating plan. • Ensure team, as the product portfolio subject matter experts, supports other organizations in achieving their missions, including customer acquisition and satisfaction with marketing and sales; support regulatory activities by writing testimony, responding to data requests, meeting with regulators and other IOUs, and providing content for regulatory filings; and Evaluation, Measurement, and Verification with achieving the best possible attribution for PG&E's achievements. • Promote a culture of safety, ensuring safety compliance and creating an environment that encourages safety consciousness and taking accountability for actions.
Job Title	Manager, Product Management
Position Title	Manager, Product Management
PGE Job Level	Manager
SAP Job Code	50307520
Job Responsibilities	<ul style="list-style-type: none"> • Manages multiple product family portfolios and market segments, aligning multiple portfolios as part of broader portfolio strategy. • Broad expertise in product management and applies advanced knowledge to wide-ranging issues. • Manages a large budget for broad product portfolio and organization. • Solves unique and complex problems, anticipating issues and developing innovative solutions. • Develops innovative solutions to cross-organizational issues, including process development and continuous improvement. • Established relationships with key external stakeholders (i.e. industry and regulatory). • Works with senior management to support strategic planning and decision making, i.e. market transformation strategies for product portfolio; portfolio management; roadmap methodology, resource and budget



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	<ul style="list-style-type: none"> planning, regulatory policy, etc. Works with & leverages relationships with Managers, Directors, and Senior Directors across functions / PG&E.
Supervisory Responsibility	<ul style="list-style-type: none"> Recruit/select, communicate expectations, foster employee engagement, coach, develop, mentor, recognize and reward employees in order to drive performance and results. Manages Professional employees
Education Minimum	<ul style="list-style-type: none"> Bachelor of Arts or Bachelor of Science in Business, Economics, Engineering, Marketing, Psychology, or related
Desired	<ul style="list-style-type: none"> MBA or equivalent graduate degree highly desired
License/Certification Minimum	
Desired	<ul style="list-style-type: none"> Pragmatic Marketing
Experience Minimum	<ul style="list-style-type: none"> Eight years of relevant experience
Desired	<ul style="list-style-type: none"> Prior supervisory/managerial experience
Knowledge, Skills, Abilities Desired	<ul style="list-style-type: none"> Safety: Ability to create, promote and manage a safe work environment Budget/Expenses: Ability to develop and manage dept. budgets, expenses, variances Communication: Ability to communicate and support company and organization policies, procedures, goals, objectives, vision and values Strategy: Has knowledge and skills to develop and implement short and medium-term strategy in support of company and organizational objectives Work Planning: Has knowledge and skills to develop and implement work plans in support of dept. goals Operations Management: Has knowledge and skills to develop operating policies and procedures; ability to monitor operations, identify and implement metrics, operational changes and improvements in support of the business Relationship Management: Ability to develop working relationships with customers & business partners ensuring that work plans and operations are coordinated, aligned and support department and company goals and objectives; ability to persuade higher levels of leaders and leadership peers to change positions or approach based on situational need. Continuous Improvement: Ability to encourage employees to identify work process and system improvements, incorporate benchmarking and best practices, champion and overcome resistance to and facilitate change Leadership Presence: Ability to convey credibility, confidence and sense of authority. Conveys messages simply, concisely and at right pace and tone for audience. Remains calm, controlled and productive when confronted by opposition or work stress. Functional Expertise: Ability to foster a learning environment and to develop employees to ensure backfills and successors. Has an understanding of PG&E's business to maximize results, limit risks and effectively lead group Ability to lead and influence strategic planning and decision making working with senior management at PG&E Ownership of large combined budget Advanced project management and change management skills Executive communication Ability to lead multi/cross-functional teams in a matrix environment Inter-organizational management of complex, strategic projects Ability to create compelling business cases Able to present research findings and make recommendations to stakeholders Must be adaptable to changing environments and ability to learn new concepts quickly



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	<ul style="list-style-type: none">• Effective organizational skills• Initiative and solid judgment abilities/skills• Able to effectively manage multiple projects with demanding time constraints• Proficiency with Excel, PowerPoint, and MS Project skills
Other Minimum	
Desired	<ul style="list-style-type: none">• Typical internal interactions are with supervisors, managers and directors. May interact with senior directors and officers.