



## Product Management Leadership - Job Profile

<b>Line of Business:</b> Customer Care / Customer Energy Services <b>Job Family:</b> Product Management Leadership <b>Reports to (Job Title):</b> Manager, Product Management	<b>Effective Date of Job Profile:</b> July, 2014 <b>Last Updated:</b> August, 2014
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<b>Job Family Summary</b>	Positions in this job family are responsible for overseeing the strategy and implementation for the energy efficiency product portfolio. 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. This role may also manage highly complex product introductions themselves as well as delegating priorities to their direct reports.
<b>Job Title</b>	<b>Supervisor, Product Management</b>
<b>Position Title</b>	Supervisor, Product Management
<b>PGE Job Level</b>	Supervisor
<b>SAP Job Code</b>	51665711
<b>Job Responsibilities</b>	<ul style="list-style-type: none"> <li>• Manages multiple product family portfolios and market segments, aligning multiple portfolios as part of broader portfolio strategy.</li> <li>• Utilizes broad expertise in product management and applies advanced knowledge to wide-ranging issues.</li> <li>• Solves unique and complex problems, anticipating issues and developing innovative solutions.</li> <li>• Established relationships with key external stakeholders (i.e. industry and regulatory).</li> <li>• Works with &amp; leverages relationships with Managers across functions/PG&amp;E.</li> <li>• Works with manufacturers and service providers of energy efficiency products to influence the development of new offerings.</li> <li>• Articulates product goals and mission to key stakeholder teams to assure development of products that meets market needs.</li> <li>• Identifies product improvement needs based on customer research, marketing and sales feedback, measurement and evaluation reports, and internal ideation and gap analysis.</li> <li>• Reviews all product deliverables to assure the offering is complete, meets specific needs, and includes optimal materials both in the box and on-line to assure customer satisfaction.</li> <li>• Assesses competitive offerings and substitutes through market surveillance and identify the unique, sustainable value of PG&amp;E's offering.</li> <li>• Develops business cases to identify principal technical and commercial levers that drive adoption decisions.</li> <li>• Develop Request for Proposals (RFPs) and IT estimates for work related to product improvements.</li> <li>• Supports direct reports in testing product or service offerings in the market (or in simulation), developing policies and procedures for products, and completing product briefs.</li> <li>• Ensure product attribution by developing strategies to evolve calculators and other methods for defining product achievements in the marketplace.</li> <li>• Support marketing and sales as the subject matter expert, providing content and technology information to our delivery channels.</li> <li>• Support regulatory activities by writing testimony, responding to data requests, meeting with regulators and other IOUs, and providing content for regulatory filings.</li> </ul>
<b>Supervisory Responsibility</b>	<ul style="list-style-type: none"> <li>• Supervises a team of Product Managers focusing on similar market segment product lines.</li> </ul>
<b>Education Minimum</b>	<ul style="list-style-type: none"> <li>• Requires a bachelor's degree in Business, Economics, Engineering, Marketing, Psychology, or related degree; or equivalent experience</li> </ul>



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<b>Desired</b>	<ul style="list-style-type: none"><li>• MBA desired</li></ul>
<b>License/ Certification Minimum</b>	
<b>Desired</b>	<ul style="list-style-type: none"><li>• Pragmatic Marketing</li><li>• PMP Certification</li></ul>
<b>Experience Minimum</b>	<ul style="list-style-type: none"><li>• Requires a minimum of six years of relevant experience</li></ul>
<b>Desired</b>	
<b>Knowledge, Skills, Abilities Desired</b>	<ul style="list-style-type: none"><li>• Advanced project management and change management skills</li><li>• Understanding of evaluating market problems, gathering customer insights, and forecasting techniques</li><li>• Advanced knowledge in MS Office Suite</li><li>• Ability to lead multi/cross-functional teams in a matrix environment</li><li>• Ability to create compelling business cases</li><li>• Able to present research findings and make recommendations to stakeholders</li><li>• Must be adaptable to changing environments and ability to learn new concepts quickly</li><li>• Effective organizational skills</li><li>• Excellent verbal and written communication, initiative and solid judgment abilities/skills</li><li>• Proficient public speaking and presentation abilities</li><li>• Able to effectively manage multiple projects with demanding time constraints</li></ul>
<b>Supplemental/ Other Minimum</b>	
<b>Desired</b>	