



MEWP Product Manager – North America

Job Description: The MEWP Product Manager at LGMG NA is responsible for the full life cycle management of LGMG NA MEWP products, including boom lifts, scissor lifts, and vertical mast lifts. The product manager creates and maintains the product roadmap for all LGMG MEWP products and oversees its implementation. The Product Manager must stay current on MEWP market trends and customer needs and provide product information and project information to LGMG leadership and other departments. This role communicates well with other departments and provides the reasoning for why each product decision is made.

Primary Responsibilities

- **Market Analysis**
 - Obtain and analyze MEWP market data to provide information to company leadership on market trends
 - Meet with customers to discuss their MEWP needs, requirements, and changes in the market
 - Review trade journals and other media, including attending tradeshows, to stay current on competitive machines. Provide information to the leadership and the design team on competitors.
 - Correspond with the LGMG sales and operations teams to review sales data and forecasts
- **Product Roadmap**
 - Direct the development of new models and options as well as the refresh of current products
 - Provide priority on new products and options to the engineering team
 - Submit ECRs for product improvements
- **New Product Development**
 - Create a product definition for all new products
 - Provide design feedback to the engineering team, participating in design reviews
 - Review product testing and coordinate field testing
 - Coordinate the launch of new products between all departments (sales, operations, parts, support, marketing, engineering, etc.)
 - Act as project manager for the development of new products, preparing other attendees for and hosting gate reviews
- **Marketing**
 - Attend trade shows to promote LGMG products and review competitive products
 - Coordinate the launch of new models with the marketing team
 - Promote LGMG products to customers
 - Create and maintain sales training materials and train sales team on products
 - Review marketing and technical literature



Required Qualifications

- **Communication skills**
 - Must be effective at setting up customer visits and communicating effectively with them
 - Must be comfortable creating and presenting product definitions and roadmaps to all levels of an organization
 - Must be able to explain technical details in a clear and concise way to fellow employees in all departments
 - Must be able to understand the technical issues as explained by the engineering team
 - Able to persuade others to see different viewpoints and come to an agreement
- **Project Management experience**
 - Must have been responsible for large projects spanning multiple departments within a company
- **Product Management experience**
 - A bachelor or masters degree in business, engineering, or other related field

Preferred Qualifications

- Experience in the MEWP market
 - Current or recent experience working in a role with any company that works with or produces MEWPs
 - Personal experience at job sites where MEWPs are used
- Technical experience with the component parts of MEWPs
- Experience in design and/or manufacturing environments
- Experience working with multi-national teams
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About LGMG

LGMG is a global manufacturer of mobile elevating work platforms (MEWPs), telehandlers, and construction machinery. With a strong focus on safety, reliability, and localized service, the company serves customers in over 100 countries worldwide. LGMG North America is headquartered in the Dallas-Fort Worth metro area, in The Colony, Texas, a fast-growing business hub just north of Dallas, where it manages sales, service, and parts distribution for the U.S. markets.

To Apply:

Please send resumes to hr@lgmgn.com