

Job Title: Product Manager
Department: Marketing
Reports To: Marketing Manager
FLSA Status: Exempt

About Us

Founded in 1997, Vuzix (NASDAQ: VUZI) is a growing, dynamic company that specializes in the design, manufacture and sale of smart glasses and augmented reality (AR) technologies and products for the enterprise and consumer markets. Company products include wearable displays and computing devices that offer a portable, high-quality viewing experience for applications in augmented reality, digital information, utility, and entertainment.

Position Summary: The Product Manager is responsible for both product planning and product marketing for Vuzix's portfolio of Smart Glasses and accessories. This includes managing the product throughout the product lifecycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with engineering to deliver winning products. It also includes working with stakeholders across the organization, Vuzix customers, market research, and utilizing your own industry insight to make choices that strengthen our products in the marketplace and ensure revenue and customer satisfaction goals are met.

The Product Manager will provide guidance to the many other teams involved in developing, manufacturing, marketing, and selling of our products ultimately keeping the product mix, capabilities, and message aligned with the company's goals. This position will take the lead on delivering the market insights, forecasts, tools, collateral, and programs that enable effective support and expansion of our products into key markets.

Essential Duties and Responsibilities:

- Define the product strategy and own the product roadmap across Vuzix products and apps
- Deliver product concept documents and MRDs with prioritized features and corresponding justification
- Translate product strategy into detailed customer requirements for prototype construction and final product development by engineering teams
- Create product strategy documents that describe the business cases, high-level use cases, technical requirements, revenue, and ROI
- Work with external third parties to assess partnerships
- Be an expert with respect to the competition and help Vuzix respond effectively to it
- Provide insights and customer feedback to internal and external stakeholders on the market, key product differentiators and messages
- Develop the core positioning and messaging for the product
- Be the company's product expert and support sales with critical customers as needed
- Set pricing to meet revenue and profitability goals – own the business case

- Work with marketing to develop sales tools and collateral
- Run early-stage beta and pilot programs
- Coordinate with product support organizations to implement product updates and fixes
- Ensure products and releases are launched correctly and on schedule
- Explain product value to various Vuzix teams through training sessions and other mechanisms
- Work with regions/sales teams to deliver a regular (i.e., monthly) volume, revenue, and profits forecasts
- Act as company's product spokesperson and representing the voice of the customer.

Competencies:

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

- **Written Communication** – Read and interpret written information effectively, write clearly and concisely, adapt writing style for different audiences.
- **Verbal Communication** – Give focused attention to what others are saying, take time to understand what is being said and respond when appropriate without interrupting, speak clearly and effectively express ideas and opinions, adapt and react professionally in both positive or negative situations.
- **Teamwork & Collaboration** – Balance team and individual responsibilities, consider others' views objectively and with openness to changing your own, give and encourage feedback, contribute to a positive team dynamic, prioritize team success over personal interests, work effectively across departments toward company goals.
- **Professionalism** – Interact with others in a considerate manner, follow through on commitments, react well under pressure and preserve confidentiality, control emotions, and accept responsibility, maintain focus on solutions and treat others with respect and consideration regardless of their status or position.
- **Motivation & Initiative** – Demonstrate persistence and ability to adapt to changes in daily workflow and overcome obstacles, ask for and offer help when needed, work independently when required, volunteer readily and look for ways to improve and create successful outcomes, positively contribute to overall work environment.
- **Respect & Integrity** – Treat people with respect, work ethically and with honesty and integrity, inspire the trust of others, demonstrate appreciation and sensitivity for cultural differences, help promote inclusion and understanding of the value of diversity, embrace differences and support a harassment-free environment.

Minimum Qualifications:

- Bachelor's degree in product design, engineering, marketing, business or other related field
- 5 years' experience in a dynamic product management role or product owner role
- Technical background with experience in planning, marketing, or selling high tech hardware or software products
- High level of initiative, self-direction, and accountability
- Demonstrated success in defining and launching excellent products

- Understanding and diagnosing root causes of problems
- Able to express observations clearly with supporting facts, assess alternate options, and encourage their acceptance
- Proven ability to influence cross-functional teams without formal authority
- Strong project management, data analytics, customer insight, and decision-making skills

Preferred Qualifications:

- Master's in Business Administration (MBA)
- Experience in AR/VR or wearable devices
- Knowledge and awareness of spatial AR tracking methods
- Experience with marketing plans and campaigns

Supervisory Responsibilities: This position has no supervisory responsibilities.

Travel: 25-30% domestic and international

Physical Demands:

- Frequently required to sit, speak, hear, see, and perform repetitive motion (data entry). Occasionally required to lift or carry (10 lb. minimum). Reasonable accommodations will be made if possible.

Other: All Vuzix personnel are required to be fully vaccinated for COVID-19, subject to certain medical and religious accommodations.

Vuzix Corporation is an equal opportunity employer. We consider applicants without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, or any other legally protected status. We are committed to recruiting and employing the best talent available.