



LIGHTING SCIENCE

*Note: Statements included in this description are intended to reflect in general, the duties and responsibilities of this position and are not to be interpreted as being all-inclusive.*

**Position:** Manager, Product Marketing - HealthE™ Product Line

**Company:** Lighting Science Group | [www.lsgc.com](http://www.lsgc.com)

**Location:** Flexible, but with preference to Orlando, FL

**Reports to:** President, HealthE™

## Company Profile

Lighting Science Group Corporation is a technology company focused on science-based lighting solutions. Drawing from its NASA roots, the company has a long track record of commercializing next-generation LED lighting products targeted at the infrastructure, commercial, and residential markets. Its unique understanding of solid state lighting enables the company to capture the essence of light through minimalist designs that incorporate advanced feature sets. The materials and energy efficiencies achieved through this approach drive the competitive costing and, ultimately, successful products. Lighting Science's unique understanding of the biological impact of light and core intellectual property enables the company to bring unique products to market that improve the health & wellness of humans, plants, and animals.

## Position Scope

The Product Marketing Manager is responsible for managing and launching next generation LED lighting products in LSG's HealthE line.

## Responsibilities

- Understands the market segments and industry verticals in which the HealthE™ products will target and proposes new product positioning and value propositions based on this understanding.
- Manages product launches in conjunction with Corporate Marketing: generates marketing collateral, press releases, and other outbound marketing materials; updates these materials as needed.
- Develops sales enablement tools to enhance the efforts of marketing through engagement with the sales force.

- Develops business cases based on forecast volumes and ASPs, taking into account competitive landscape and overall market trends.
- Closely monitors market trends and maintains up-to-date market intelligence through various sources including developing personal relationships with channel partners and industry thought leaders.
- Works with Engineering to provide inputs on market and customer requirements and product features.
- Works closely with cross-functional team to ensure success of the HealthE™ business.

## Requirements

- Bachelor's degree in marketing or business administration or related field or engineering or similar technical discipline required. Master's preferred.
- 5+ years of work experience in product marketing; preference for experience in LED lighting and/or biological lighting industry.
- Track record of managing successful product launches.
- Results-driven with a strong sense of urgency. Takes ownership and drives outcome in ambiguous situations.
- Ability to grasp and communicate technical concepts within the context of the LED lighting space.
- Ability to collaborate in a multi-disciplinary team environment located across multiple sites.
- Excellent written and verbal communications, including the ability to prepare and present complex presentations.
- Solid organizational skills; including attention to detail and multi-tasking skills.

## Competency Profile:

### HIGH ENERGY

- Effective communicator of the Company's vision to internal staff, internal and third party sales personnel and channel partners.
- Imparts enthusiasm and true passion for the product and mission.
- Works and inspires others to work at high performance levels.

### INTEGRITY AND TRUST

- Consistent, with honesty and fairness.
- Worthy of trust.
- Credibility is built upon integrity and professionalism.
- Ethics are never compromised.

LISTENING AND COMMUNICATIONS

- Entirely approachable.
- Actively listens, translates and reacts objectively, even in stressful exchanges.
- Communicates with clarity and appropriately for the audience, both internally and outside the company.