MaxLife Industries is a North Carolina-based manufacturer of high-performance building enclosure products for the commercial high-rise, mid-rise, low-rise, and multifamily markets. Our innovative products have quickly become key design and structural components in new construction and renovation projects for hospitals, gyms, office buildings, storage facilities, multifamily and mixed-use developments, municipal buildings and many others across the country.

To support our business’ tremendous growth and new market opportunities, we are seeking a full-time salaried Product Manager at our Salisbury, North Carolina manufacturing plant. This position is ideal for mid-level industry professionals with demonstrated experience managing commercial building materials products and brands.

As a thriving and innovative business, the individual is expected to play a critical role in managing the development of MaxLife’s existing and future products. Our staff works closely together to generate new ideas, track new opportunities and support each other in thinking and acting with innovation in mind.

We’re looking for someone who is ready to grow their technical career tremendously by leading the development of some of the commercial construction industry’s most innovative products.

**Job Responsibilities:**

**Product management duties include:**

- Manage the company’s product development strategy and roadmap for all current and future product lines.
- Provide input on the product testing, certification and approvals processes with national and international testing laboratories, standards-setting organizations and other regulatory bodies.
- Working with the Director of Research and Development, participate in beta testing and pilot programs with early-stage products and samples.
- Recommend the nature and scope of present and future product lines by reviewing product specifications and requirements, appraising new product ideas and/or product or packaging changes.
- Bring new products to market by analyzing proposed product requirements and product development programs, preparing return-on-investment analyses, and establishing time schedules with engineering and manufacturing.
- Manage the product warranty and claims process.
- Support company sales and supply chain needs by informing updates to lead times, pricing and compatibility with our products.
- Utilize market research to improve production and sales costs and pricing, production and sales forecasting, special pricing programs and customized customer orders.
- Represent the company at in-person events such as conferences, workshops, networking events and more.
- Deliver virtual presentations, product demonstrations and webinars to current and potential clients across the U.S.
- Manage product demonstration and testing resources in our manufacturing plant, such as sample and mockup walls.
Technical assistance duties include:

- Serve as the company’s lead technical assistance representative on all product lines – answering questions accurately and timely from customers, co-workers and partners.
- Review customer project plans to identify issues and opportunities related to how our products may be specified and installed.
- Train co-workers, sales representatives, and customers on properly specifying, installing and maintaining our products.
- Assist the Quality Assurance Department in performing quality control checks on raw materials used in our products.

Sales and marketing support assistance duties include:

- Provide technical input and reviews that aid in the development of digital and print graphics, technical, marketing and sales collateral, and other imagery used to market and educate others on the company’s products.
- Working with the Marketing Department, develop case studies and project highlights that promote innovative projects and solutions.
- Working with the Technical and Marketing Departments, ensure that public product information, such as brochures and technical data sheets, are always up to date and code correct.

Research and development duties include:

- Assess, document and track market and competitor product information and provide insight to co-workers, sales representatives and partners in order to improve our position in the marketplace.
- Perform technical research on codes and standards across many markets across North America with an emphasis on product changes, standards changes and other activities needed to support expansion and approval of the company’s products in new and existing markets.
- Assist the Quality Assurance Department in testing and tracking quality standards.

Additional duties include:

- Become an active member of professional organizations and societies that are directly related to our business and industry.
- Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks and participating in professional societies.
- Manage an annual financial budget.
- Respond to customer service emails and phone calls as needed and coordinate responses with co-workers.

Qualifications & Skills:

- Detailed knowledge of building and energy codes, product standards, acceptance criteria and certifications.
- Advanced understanding of structural design, sheathing and cladding systems in multifamily and commercial buildings.
- Familiar with standard testing procedures and practices including ASTM, AAMA, and others.
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- Professional communications via phone and email.
- Proficient with Microsoft Office software.
- Experience working with product testing labs and standards-setting organizations.
- Ability to travel up to 25% required with several overnight stays per month possible.

Education & Experience:
- Minimum four-year college degree in engineering, construction management or related field. Advanced degree in related fields is a plus.
- No less than 10 years’ experience in product development or management in the building materials industry is required.
- Additional certifications and industry memberships a plus.

Benefits:
- Competitive salary with annual performance bonus opportunity.
- Healthcare, dental and vision insurance available.
- Paid federal holidays.
- Three weeks of paid vacation.

Work Hours:
Monday through Friday, 8am – 5pm.

To Apply:
Submit a Cover Letter, Resume and Application on our website at www.MaxLifeIndustries.com/Careers.
- Detailed evidence of prior experience in product management will be requested from candidates of interest.
- No phone calls or emails, please.