



For the APM department in China  
we are currently looking for a

## MARKETING & PRODUCT MANAGEMENT MANAGER, ELECTRONICS

### Your tasks

- Develop a relationship with the key decision makers of end-user and value chain as to obtain insights & projects leading to short- & long-term sales and profitability growth.
- Understand emerging trends & investigate electronics market, value chain, ODMS, materials, technology, and competitive information; translate them into projects/programs.
- Develop & continuously fine-tune the Strategic Plan and Annual Operating Plans to drive sales execution as to meet companies' growth targets.
- Build a pipeline of opportunities / projects and drive successful conversion thereof, in cooperation with sales, application engineering, new product development, and other related functions.
- Determine product & solutions portfolio required and identify product gaps, initiating & justifying new product development initiatives.
- To support management to identify and execute in strategic investments for electronics.
- Establish and drive strategic goals, approaches, initiatives, and action plans for long-range growth.
- Frequently interface with customers, end users, value chain partners & potential customers to get more insights of customer needs, and market trend.
- Direct and utilize market research with an emphasis on accurate evaluation of market information and the development of appropriate strategies;
- Partner with Product Development and potential outside vendors on critical new product initiatives for North- East Asia and aspects of new product development growth.
- Influence product development and the successful launch of new grades to capture higher market share; prioritize the new products needed for regional growth;
- Provide regional leadership/teamwork to Asia team, including sales, marketing, operations, and finance, and be a strong influence of priorities for the global

organization.

- Other job assigned by the management team.

### Your profile

- Proven business and/or management skills, sound commercial background.
- Experience in Electronics industry.
- Fluent English in oral and writing
- Solid technical understanding.
- Good knowledge in adhesives and/or tapes business.
- High affinity for technology, application know-how as well as knowledge of industrial manufacturing processes (ideally with experience gained from the electronics industry).

### Are you interested?

Then send your application to:  
[hr.locn@lohmann-tapes.com](mailto:hr.locn@lohmann-tapes.com)

**We are looking forward to your application.**

**Location: Shanghai, China**