

	Product Manager- Excavator Job Description
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Written By: HR Manager / BD VP	Revision Date: 09-15-2025
Approved By:	Signature:

REPORTING RELATIONSHIPS

The **Product Manager** reports to the Business Development Vice President.

JOB SUMMARY

The **Product Manager** is responsible for driving the vision, strategy, and execution of product initiatives within a defined group of products. This role requires strong collaboration with cross-functional teams, conducting market research, delivering technical training to internal stakeholders, and managing the full product lifecycle, from concept to commercialization and ongoing support.

KEY RESPONSIBILITIES

KEY RESPONSIBILITIES:

- Define product vision, strategy, and roadmap in alignment with business goals for the assigned categorization identified in Appendix A.
- Conduct market research and analyze customer feedback to identify trends and opportunities for product development.
- Collaborate with Product Development manager, design, engineering, marketing, and sales teams to develop and launch successful products
- Establish and manage product requirements, timelines, and sales budgets.
- Work closely with marketing and sales department to support promotional and launch activities.
- Drive product performance by setting key metrics and making data-driven decisions.
- Assist with product testing, quality assurance, and compliance with industry standards.
- Manage relationships with key stakeholders, customers, and partners to optimize product adoption.
- Monitor the competitive landscape, market trends, and technological advancements to inform product strategies.
- Lead cross-functional teams to ensure the efficient execution of product plans.
- Continuously assess and improve product features based on user feedback and business objectives.
- May manage a direct report, such as a Product Specialist, depending on organizational structure and product needs.
- Other duties as assigned

QUALIFICATIONS & SKILLS

QUALIFICATIONS & SKILLS:

- Bachelor's degree in Business, Engineering, Product Management, or a related field; MBA is a plus.
- 5+ years of experience in product management or a similar role.
- Proven track record of successfully launching and managing products.

- Strong analytical and problem-solving skills with a data-driven approach.
- Excellent communication, leadership, and stakeholder management abilities.
- Familiarity with product lifecycle management and go-to-market strategies.
- Knowledge of industry-specific regulations and compliance standards.
- Proficiency in project management tools and software.

WORKING CONDITIONS

WORKING CONDITIONS

- Office / Remote
- Travel up to 75%

ACKNOWLEDGEMENT

I acknowledge that I have read and understand the requirements of my job as outlined in this job description. I also agree that management reserves the right to add, delete, or otherwise alter these responsibilities at any time due to business circumstances.

Employee Signature

Date

Manager/Supervisor Signature

Date

APPENDIX A – ASSIGNED PRODUCT GROUPING

Appendix A – Assigned Product Grouping

The following product categories fall under the responsibility of the Product Manager – Excavator. The individual in this role will be expected to manage the full product lifecycle, strategic development, and cross-functional alignment for the following:

All Attachments for Excavators, with a focus on AMI Core Excavator Products. This includes, but is not limited to:

- ***Buckets***
- ***Couplers***
- ***Grapples***
- ***Thumbs***
- ***Tilt Rotator Couplers***

- ***Excluding AMI Products***
 - ***XMOR® Product Line***
 - ***Face Shovel Attachments***

The Product Manager will drive strategic growth, deliver technical training, and strengthen market competitiveness within the segments where these attachments apply.