



## Senior Product Manager

The rise in vehicle and equipment lightweighting has propelled aluminum and additive manufacturing into every manufacturer's weight reduction strategy. However, high costs and slow build speeds are preventing powder-based aluminum technologies from scaling to production. Alloy's novel method provides the on-demand flexibility of additive manufacturing with the unit cost of casting. This will transform the aluminium-heavy industries by offering a step change in manufacturing and design efficiencies.

We are looking for a customer-driven Product Manager to join our team. The candidate will work to define the product roadmap and influence commercialization strategy. Strong communication, flexibility, and the desire to "wear many hats" will all be essential skills for any successful applicant. You will be joining a team of startup veterans who are no strangers to hard tech.

### **What you will do:**

#### *Customer Engagement & Market Strategy*

- Understand decision makers and users, their needs, and their engagement with Alloy's products through qualitative interviews and quantitative research while building long-term customer relationships
- Responsible for new customer relationships in a pre-sales environment
- Bring the "voice of the customer" into content creation, positioning, and MRDs
- Take an analytical approach to evaluating potential customer opportunities
- Outline positioning and marketing materials that resonates within verticals and personas including design guidelines, data sheets, and messaging decks
- Inform an initial sales process and planning for verticals
- Measure effectiveness of our go-to-market process, strategy, and materials

#### *Product Management*

- Collaborating to develop and execute a go-to-market strategy and product roadmap
- Identify opportunities for partnerships, distribution channels, or other initiatives for growth
- Identify potential integration partners or suppliers to develop a whole product
- Leadership of the product and marketing teams as Alloy grows
- Collaborate with a cross-functional team to perform market segmentation, make data-driven product decisions, and track assumptions
- Communicate the vision and value of new products internally and externally

### **\*Skill Set:**

- Successful track record in product management or sales in a startup environment

- Extensive experience with customer engagement, relationship building, business development, and championing the voice of the customer
- Product management experience in a B2B technology company and successfully launched new manufacturing products
- Expertise in market and product definition for part manufacturing in industrial verticals
- Demonstrated ability to identify and form a business case for complimentary external partnerships, e.g. other OEMs for whole product completion, PLM data analysis tools, and software integrations
- Background in product and sales; including complex B2B sales processes
- OEM new product introduction or aftermarket experience desired
- Experience in metal additive manufacturing or manufacturing equipment industry

**\*About you:**

- High level of initiative and strong business judgment; comfort in a fast-paced startup environment with a bias towards action
- Passion for the product and ownership of outcomes
- Able to balance long-term strategic thinking with short-term focus on details
- You take ownership of your projects - complete tasks efficiently and effectively
- 6+ years working at a manufacturing technology company
- 3+ years in a product role
- 4 year degree, MBA a plus
- Leadership (can influence and get buy-in directly and indirectly) and can grow into managing a larger team

\*These qualifications are meant to serve as guidelines for who should apply, but do not encompass all attributes or skills that could make you a great fit. We encourage interested candidates to apply even if they do not meet all criteria, especially women or other underrepresented groups who, according to [research](#), may otherwise hesitate.