

Product Manager EMEA (m/f/x)

TSC Auto ID is a leading developer and manufacturer of innovative thermal printing solutions. TSC Auto ID Technology is responsible for sales, support and marketing of the TSC and Printronix Auto ID brands in the Europe, Middle East and Africa regions.

Our company is one of the fastest growing suppliers of Auto ID and label printers for the healthcare, manufacturing, warehouse and logistics, retail, automotive and entertainment markets.

As a Regional Product Manager for our printer portfolio, you'll play a pivotal role in managing and shaping our product strategy and driving business growth. Your responsibilities will span both technical aspects and strategic management, collaborating with cross-functional teams to achieve our goals.

This is a new position and provides a great opportunity for someone to define and develop a new role while having significant influence on the success of the TSC's EMEA business. It is a leadership role that requires vision, dedication, execution, collaboration, and the ability to build internal and external relationships. The base for the role should be in Germany with regular visits to Zorneding.

Your Responsibilities:

- Conduct market research and competitive analysis to inform product decisions
- Develop detailed Market Requirements Documents (MRDs) and Product Requirements Documents (PRDs), including financial modeling and go-to-market strategies
- Create comprehensive launch plans and associated content, ensuring successful execution
- Champion initiatives targeting specific vertical market
- Collaborate with the sales team to cultivate partner and end-user relationships
- Work closely with product marketing to craft effective product messaging
- Develop application-specific content and use-case materials
- Assume a leadership role in product training efforts

Your Profile:

- Bachelor's degree in business, marketing, or engineering
- Minimum of five years in technical product management with a solid understanding of the PM function
- Ideally, exposure to technologies such as thermal printers, RFID, and Wi-Fi, or demonstrated experience with other technical products
- Confident handling of MS Office, especially Excel and Oracle
- Strong communication skills and business fluent in English and German
- Self-motivated and problem-solving attitude paired with adaptability and organized and risk-aware

Das bieten wir Dir bei TSC:

- A secure job in an internationally operating company
- Travel allowance and the option of leasing a bike
- 30 days holiday and special leave days on certain occasions
- 13th monthly salary and a company pension
- Possibility to work remotely

Are you ready for a new challenge? Then send your detailed application documents (cover letter, CV, references) by email to our HR Manager Markus: markus.huerrich@tscprinters.eu.

He will be happy to answer any questions you may have in advance on +49 8106 37979-205.

Unsolicited CVs from agencies will not be considered. TSC Auto ID promotes equal opportunities and diversity. We welcome applications from people of all backgrounds.