

United States Jobs Expertini®

Manager Market Segment

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Company: Rogers Corporation

Location: United States

Category: other-general

Summary:

This role is responsible for defining, communicating, and driving the successful execution of the business strategy for an assigned market segment.

Essential Functions:

Define and execute market strategies that drive revenue growth and profitability.

Conduct market research and analysis to identify trends , customer needs, and competitive landscape.

Develop a deep understanding of customer personas, pain points, and buying behaviors to guide segment specific message and positioning.

Collaborate with cross functional teams, including product development, sales, and marketing to ensure successful execution of segment strategies.

Establish and maintain strong relationships with key customers, industry influencers, and partners.

Analyze and reports on segment performance metrics, and adjust strategies as needed.

Other duties as assigned.

Qualifications:

Bachelors Degree in Engineering or related field. May consider equivalent work

experience in lieu of degree

8+ years of market segment management, product management or technical sales experience

Technical aptitude proven through technical product knowledge and experience

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