

General Manager Product And Pricing

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Company: Effective Business Solutions

Location: Islamabad

Category: other-general

General Manger Product and Pricing
Functional Competencies
Set Pricing policies and guidelines

- Develop appropriate pricing guidelines, analysis tools, and pricing strategy. Gather information
- Mine historical pricing data from organisation and market competitors.
- Lead effective price reviews on large opportunities through market intelligence with cross functional divisional staff teams. Develop optimal pricing proposal
- Develop strong in-house analytic capabilities in order to perform various pricing analysis that produce the optimal pricing proposal.
- Monitor and evaluate team's analytic work, ensure high level of support to product owners. Conduct portfolio analysis
- Analyze market performance of products and product lines (financial, product performance).
- Identify performance gaps and translate into marketing actions. Determine product strategy and revenue plans
- Define product strategy based on market analysis.
- Established revenue plan by product.
- Develop revenue targets for business and cascading them to all regions. Develop products and bundles
- Develop product suggestions from customer need insight.
- Identify new product and service opportunities.
- Determine and develop cross bundling opportunities. Create promotional activities

- Devise promotional plan utilizing marketing communication and business analytics.
- Oversee the launch and execution plans of marketing.Product support to sales
- Support product sales (tools & trainings) and interact with channel management.
- Monitor sales and revenues with respect to products and services.
- Monitoring of target achievement at regional and consolidated levelManaging platforms
- Act as liaison for IT and Technical in platform development for products and feature release.
- Finalization of business scope to develop and upgrade platforms.Job

SpecificationExperience

- 12 years sales/marketing experienceEducational Qualifications
- Master's degree in Business/Eng.mustakbil.com asks for your consent to use your personal data to:perm_identityPersonalised ads and content, ad and content measurement, audience insights and product development

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