



Product Line Manager

Company description: Offering a wide range of optical fibers products as well as fiber laser modules for high power lasers, CorActive is distinguished by its fibers for telecom and for pulsed lasers and its expertise in the multi-kilowatt laser. We cover the telecommunications market as well as the industrial material processing, the marking and the medical domains. CorActive works in an ever-changing industry where new challenges are constant and multiple. At CorActive, we rely on dynamism and innovation, while advocating a friendly work environment focused on the autonomy of employees. Led by passionate managers, our experienced and dedicated team (including several employees in position since the founding of the company) contribute greatly to the success of CorActive.

Main Functions :

The incumbent is responsible for the management of the products and / or contracts under his responsibility along three main axes: *1- Promotion and improvement of already commercialized products; 2- Development and marketing of new products or applications included in the company's product development plan; 3- Finding new ideas for products, accessories, applications or markets that can be integrated into the company's product development plan.*

- ❖ Collaborate continuously with all the sales, marketing, application engineers, operations, technical support and R&D teams to ensure the realization of the activities of the plan-range.
- ❖ Ensure the collection and communication of market information from various sources (internal, customers, competitors, prospects and other market players) in the target markets to represent the voice of customers in the organization.
- ❖ Actively participate in the development of new products in collaboration with R & D (determination of positioning, customer benefits, customer requirements and use cases for the drafting of specifications).
- ❖ Take responsibility for monitoring the stage-gate process for the developing products assigned to it.
- ❖ Recommend marketing actions (communication efforts, marketing campaigns, etc.) on the various territories in order to stimulate sales of products / markets under its responsibility.
- ❖ Establish, present and manage the annual plan-range, in order to ensure the achievement of sales and marketing of objectives under its responsibility.
- ❖ Conduct sales and technical presentations at international events and webinars.
- ❖ Identify and support the development of new markets / applications for its products / markets.
- ❖ Take responsibility for the commercial positioning of products and the message conveyed in marketing tools and communications.

To apply: CorActive offers advantageous conditions (competitive salaries, flexible hours, work-family conciliation, group insurance largely paid by the employer, etc.). Qualified candidates are encouraged to apply by sending their curriculum vitae to the following address: ressources.humaines@coractive.com

Required Profile

University degree in a field related to engineering, science, or experience relevant to the job.

Experience between 3-5 years in management of products or in a similar position.

Be available to travel on a regular basis to international) 10-15% of the time) bilingualism (French/English)