Job Description/Performance Base Competency Assessment

Position Title: New Product Development Manager

Position Reports To: Vice President Sales & Marketing

Date of Origin: January 16, 2018  Date of Revision(s): January 16, 2018

Date Reviewed: January 16, 2018

Position Summary: The New Product Development Manager develops, maintains, and updates the new product development process, initiating and continuing new product “Concept to Customer” process to ensure a group of new concepts/products are available to be introduced or commercialized annually.

Education: Bachelor’s degree required. Marketing, business management or a related discipline preferred.

Experience/Qualifications: Minimum of 5 years of business experience in the field of marketing, product management or sales. Experience in Project management, leading cross function teams, and using a product development process preferred. Must be willing to continue to advance education in project management.

Skills/Abilities: Working knowledge of the food industry. Requires strong written and oral communication skills, planning and organization skills, and strong analytical abilities. Can interpret syndicated market data and research, and recommend appropriate actions. Capable of working independently and staying organized while assuming multiple responsibilities and tasks. Able to motivate, problem solve, deal with ambiguity and effectively prioritize business needs. Proficient in Microsoft Office applications (Excel, Word, PowerPoint, Outlook, One Note) and other related operating systems.

Physical Demands: Able to cope with a high degree of stress and demand required by the interaction with many departments. Must be able to actively participate in each functional area of the operation. Travel may be required to work with Regional Managers on major presentations. Must be able to drive and ride in a car for a prolonged time period. Able to fly on commercial airlines to attend industry functions.
Duties and Responsibilities

1. Creates and manages the new product development pipeline portfolio, to ensure successive annual rollouts of value-added profitable products, to achieve 5-year plan growth targets.

2. Collaborates cross-functionally to drive the Customer to Concept process to bring new products to market.

3. Identifies marketing opportunities by analyzing and defining the total market, market share, competitor market share, and available market share by product market.

4. Provides leadership and support for the design, development, refinement, and implementation of products by initiating research to identify consumer needs; develop new products to meet consumer needs; research consumer acceptance of products; work with manufacturing to identify packaging improvements, identify co-pack opportunities; develop introductory market programs to introduce new products; and lead status meetings to drive programs or new product initiatives to market. Periodically presents project updates to the leadership team.

5. Develop, maintain and update new product development “Concept to Customer” process to ensure a group of new concepts/products are available to be introduced and commercialized on an annual basis to include:
   - Ideation Capture
   - Funnel to Focus
   - Stage Gate Management
   - Performance Evaluation

6. Initiate and continue new concepts/products “Ideation” activities. Activities to include:
   - Ideation capture
   - Strategic alignment assessment
   - Ideation prioritization

7. Initiate and continue new concepts/products “Funnel to Focus” activities. Activities to include:
   - Proof of concept
   - Market viability validation
   - Business case development
   - Resource requirements

8. Champion prioritized new concepts/products through the “Stage Gate” development process. Activities to include:
   - Formulary and costing
   - Internal product/process validation testing
   - Specification data disbursement
   - Test pilot operational run
   - Customer/Market test
   - Production Scale up
9. Handle all aspects of taking successful new product concepts through commercialization. Where appropriate, develop an introduction team with members from key functional areas to insure a coordinated and successful introduction.

10. Responsible for Performance Evaluation Analysis. Activities to include:
    - Post launch ROI validation – sales and cost performance validation
    - Customer/Market feedback
    - Champion identified improvements
    - Ensure key learnings and best practice are documented and shared institutionally.
    - Implement improvements in project management tools and methodologies.

11. Handle all customer specific requests and brand line extension activities within Retail and Food Service to include:
    - Product Development
    - Consumer/Product Testing
    - Packaging
    - Introductory Marketing Support

12. Maintain ongoing communication with Packaging, Procurement, Manufacturing and Engineering to insure a thorough understanding of emerging new ingredients, packaging and manufacturing technology. Incorporate this learning into new product development process.

13. Assist VP of Sales & Marketing in providing timely communication between Marketing, Field Sales and the Broker Sales Force. Topics to include but not limited to syndicated data results, promotional sell sheets, program updates and sales collateral materials.

14. Serve in cross-functional roles & responsibilities in support of corporate objectives
    - Lead role of the Product Management Team
    - Participation in Sales & Operations Planning process
    - Strategic Planning team
    - Other duties as assigned by VP Sales & Marketing or Executive Team

15. Champion the identification, development and analysis of the project justification for capital projects related to cost savings, product improvements and new production capabilities tied to new product introductions.

16. **Food Safety is the responsibility of every employee.** Any issues should be brought to the immediate attention of area supervisor or manager.
**Working Conditions**

**Physical Environment**  
Well lit, well ventilated rooms and halls

**Manual Dexterity**  
Walks, sits, stands intermittently during workday

**Audible/Visual Demands**  
Good auditory and visual abilities at oversight of program and maintenance of safe environment are critical. Must be able to tolerate frequent interruptions.

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. This is not a comprehensive listing of all responsibilities and duties, which may be assigned by the manager of this position.

Employee Comments:

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This Job Description has been reviewed with me.

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Employee Signature  Date

_______________________________  _____________________
Department Director / Divisional Vice President  Date

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Director of Human Resources  Date

Page 4 of 4

NEW PRODUCT DEVELOPMENT MANAGER