



"Your Source For Packaging, Shipping & Safety Supplies"

Phone: 440.349.5400

Fax: 440.349.5432

Website: [www.wraptite.com](http://www.wraptite.com)

Email: [info@wraptite.com](mailto:info@wraptite.com)

## Position Description: Product Line Business Manager

### SUMMARY

This person will be responsible for sales and profitability for a particular product line.

### PRIMARY RESPONSIBILITIES

- Product Line Sales and Business Management: Understand the product line - supply, demand, market size, competitive situation, specifications regulatory needs and all aspects of the product line to ensure growth of that product line
- Will be responsible for the pricing and promotion strategy of that product line.
- Work with inside personnel:
  - Territory Sales Managers to promote and sell their product line.
  - Marketing Communication lead to have appropriate marketing literature.
  - Supply Chain Manager to ensure we have correct inventory and logistic management.
  - Customer Service people to properly service the customer base.
- Overall Responsibility for the profitable growth of that product line- create strategies to increase market share in a profitable manner.
- Manage and maintain pricing for that product line.
- Travel with Territory Mgr/ Outside Rep. to customer to get first hand knowledge of customers/ products.
- Ensure that they work in a safe environment.

### Requirements:

- Undergrad in Business is a plus
- Any background in Packaging Industry is a plus
- May require around 20% travel

Exempt or Non-Exempt:	Exempt
Reporting to:	President
Pay Rate:	Level 2
Hours Worked/Overtime:	NA
Bonus Details	Annually



#### Manufacturing Plant:

6075 Cochran Rd. Solon, OH 44139

#### Corporate Headquarters & Manufacturing:

6200 Cochran Rd. Solon, OH 44139

#### Other Locations:

500 Shotgun Rd. Sunrise, FL 33326  
1395 E. Irving Park Rd., IL 60510