

Target Opportunity Profile

Objective:

Description of search objective [Example: A role to bring my skills in engineering, marketing and product development to help a consumer or commercial electronics company bring new products to both established and new markets for improved revenue, profitability and market share.]

Location:

Geographical boundaries – if any. [Example: Greater San Diego or virtual team position allowing home office location.]

Possible Job Titles:

- Product Manager
- Industry Segment Manager
- Program Manager
- Product Line Manager
- Director, Product Management
- Product Marketing Manager
- Business Unit Manager
- Market Manager

Possible Industries:

- Technical Communications
- Energy Systems Control
- Medical Devices
- Fleet Communications
- Manufacturing Control
- Robotics

Job Titles of Hiring Managers:

- Vice President Engineering
- CEO (Small company)
- General Manager
- Vice President of Marketing
- Business Unit Manager
- Chief Marketing Officer

Association and Industry Trade Groups:

AEA	Tom Smith Mary Tyler Ed Watson	Chapter Pres. VP Membership VP Programs	619 555-2342	tsmith@***.com Watson@****.com
Med. Device Mfg. Assoc.	Baker Wattsworth			
Women in Marketing	Holly Summer	Chapter President	858 555-8762	hs@*****.com
PDMA San Diego	Bob Dale	Chapter Contact		Dale@someconsult.com

Target Organizations

Company	Name	Title	Phone	email	Met?
ABC Company	Ed Williams	CFO			
Acme Power					
Baby Cakes Express					
Chums Galore					
Denver Specialties	Davis Smith	Director Purchasing	206 555 3292	DSmith@ds.com	Yes
Enterprise Company					
Forest Products, Inc	Paul Bunyan	Production Manager			
Grady Foods					
Hunter Gatherer Co.	Margret Murray	VP, Field Ops			
Insight America	Fred Davis	President	206 555 1768		Sched
Jason International					
Kevlar Distribution	Misty Jones	Western Reg. Mgr			
Little Big, Inc.					
Mother's Foods	Martha May				
Night Rider Media	Jim DARTH	Managing Editor	503 555 1643		
Octopus Medical					
Pearson & Co.					
Quicky Printers	Don Williams	Director		donw@quick.com	
Resmodern Inc					
Signal Traffic Systems	Bob Pointer	VP Signal Technology			
Tester Testing, Inc					
Underthere Storage	Barbara Smith	Engineering Manager			
Vector Vision	Charlotte Morgan	VP Sales			
Watermark Publishing					
X-tra Power Systems	Susan Miller	CFO	619 555 4239		
Yellow Subs Systems					
Zero, Inc.	Don Ho	Managing Director			

Other Industry Leaders

- Edward Silversmith, Author, The Product Marketing Handbook
- Dr. William Dunlap, Professor, UCSD School of Engineering