



TALENT APPLICATION HANDBOOK

Product Manager

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Enjoy your application journey!

01. Preface

In this modern era where technology transformation bumps day in and out, we are consistently delivering our vision to society. Compassion, innovation, and team collaboration are what we believe as the pillars of our daily input. Our Mother Company, AUK GROUP, has a vision of creating a cheerful life for people, pursuing the balance and certainty between human and the world. We believe here is where talents shine and make powerful contribution for this beautiful society!

We are thankful for your time on the application handbook.



02. Company Overview

AUK GROUP is founded in 1983, with the aim of caring life-quality of many families in Taiwan area during the historical time. The founder is long noticing the life purpose and the spirit of what our company can deliver to modern society and humanity. Nearly forty years of establishment and vertical integration, from design to manufacture, our current mission is **to become the most innovative human-care solution provider and leader in the global market.** With amazing team energy, we aim to benefit all humankind. **At this special moment, we are looking for vision-driven talents, who have strategic competence, compassion, and love to serve this modern society as a global solution provider. We mainly focus on products including productivity space innovation, recovery space solutions, daily work-life enhancement products, and innovative healthcare solutions with medical professions.**

We look forward to talents who are ready to deliver impact to our society with an independent mind and strategic decision-making capability. Welcome to join our family and shine with our teams!

03.
Job Application

Objectives And Scope Of Position

Product manager is a leading role of delivering impact and vision.

We focus on services and products associated with productivity space and human recovery space at 2020-2022. We aim at becoming the most innovative human-care provider globally, which diminish the barrier between people and living a healthier life. Here is an energetic working environment, where we love “intrapreneurship” and serving with great vision to benefit the society. **Currently, we are looking for an experienced product manager, who has collaborative mindset and strategic executive skillset on product management and go-to-market strategy.**

You works closely with creative and prolific engineers, designers, marketers, medical professions, etc. We are delivering innovative new products to the market consistently, and the responsibility of executing outstanding product management with a global business sense is highly endorsed. Go-to-market skillset and strategy are what we emphasize, this is in order to deliver impactful vision & mission to the consumers/users of our featured products.

Primary Responsibilities And Accountabilities

The successful candidate will need to perform the role with self-motivation as follows :

- Lead products through the development, launch and sustaining activities
- Excel at strategic go-to-market plan and executive, established on strong tactics
- Ensure the successful introduction of new products by actively managing and tracking the operational go-to-market elements
- Developing product pricing and positioning strategies
- Work closely with Product Engineering, Product Designer, Marketing Board, Medical Professionals, etc.
- Deliver consistent and accurate project deliverables and communication to internal teams
- Deliver organized, predictable & consistent project communications regarding product schedules
- Support and coordinate sustaining product activities

5 Core Competence as our Product Manager

- ✓ Highly independent in decision-making and actions in product management
- ✓ Deliver insightful business sense and methodology on evaluating opportunities and risks for new products
- ✓ Strong competitor analysis, industry analysis skillset along with marketing background
- ✓ Always be compassionate, hearing the voices from the group, and work collaboratively
- ✓ Leadership and intrapreneurship spirit

Minimum Qualifications

- Bachelor or Master degree in business or technical field of study preferred
- 3+ years experiences in the product management industry
- 2+ years of leading technical/health product management experience such as creating strategic product roadmaps and working with cross-functional teams (especially manufacture teams)
- Experience at product-market fit strategy and execution with marketing analysis skillset
- Experience in driving product vision, go-to-market strategy, and design discussions
- Good command of English (both written & speaking)
- Proficient in MS Office (Word, Excel, Power Point)
- 5 Core Competence as our Product Manager

Ideal Background

- Master's degree in a technology or business related field.
- Experience managing day-to-day technical and design direction to department managers
- Experienced working in human-care or healthcare-associated brand owners, OEMs, ODMs
- Knowledge of multiple functional areas such as Product Management, Engineering, UX/UI, Sales, Customer Support, or Finance
- Supportive track-records in leading or managing successful go-to-market products or business



Enjoy your application journey!

We believe each individual has special gifts and they are looking for a place to shine. Besides your specialty, we are more interested in you mindset, personality and life-goals, we are very looking forward to having a conversation with you. If you are interested in this job application, please enjoy the journey of preparation. Lastly, please have an insight for yourselves, **“what drives you”?**

We would contact you soon!

