

# JSA

## JORDAN-SITTER ASSOCIATES



July 2010

### POSITION SPECIFICATION AND DETAIL

**COMPANY:** Bucyrus International, Inc.

**POSITION:** Product Manager (R & D Department)

**LOCATION:** South Milwaukee, WI

**INCUMBENT:** Excellent employee – recently promoted

**REPORTS TO:** Vice President Product Line, Electric Mining Shovels

**COMPANY WEBSITE:** [www.bucyrus.com](http://www.bucyrus.com)

### **COMPANY OVERVIEW:**

The history of Bucyrus originates over 130 years ago and includes being instrumental in the completion of the Panama Canal in 1914. The first all AC electric mining shovel was commissioned in 1980 and dramatically changed the way many mines viewed their equipment power needs. In 1997 Bucyrus acquired the Marion Power Shovel Company. Combining the number one dragline manufacturer (Bucyrus) with number two effectively ended the intense rivalry between these two companies that lasted nearly 113 years.

Over the past decade, Bucyrus has undergone tremendous change, including a new name, a new focus and a renewed mission to remain the world's premiere supplier to the mining industry. This renewed focus is exemplified by their recent acquisition of the mining equipment business of the Terex Corporation. Completed in February 2010, that acquisition positions Bucyrus International, Inc. as a world leader in the design and manufacture of high productivity mining equipment for surface and underground mining. Bucyrus now offers a comprehensive product line of mining equipment driven by technology, quality, and first class service. With the completion of the Terex acquisition, Bucyrus extended the organization's geographic footprint, diversified its product portfolio and positioned the company as a more globally competitive organization and effectively doubled its addressable market from roughly US\$15 billion to over US\$30 billion.

Bucyrus' portfolio now consists of walking draglines, electric rope shovels, the world's largest hydraulic excavators, off-the-highway haul trucks, highway miners, underground longwall systems, room and pillar mining systems and transport machinery, plus a full line of drills and belt systems for all mining applications. Bucyrus' unmatched suite of surface and underground mining equipment is paired with its superior parts, consumable products and aftermarket support throughout the world.

Throughout their history Bucyrus has strived to empower their employees to meet its goals through on-going training, as well as assistance with continuing education. At Bucyrus there is a focus on continued growth and success.

### **POSITION OVERVIEW:**

The Product Manager will play a key role as Product Champion involved in the development, launch and market success of his/her assigned products. Although this position will not have direct supervisory responsibilities it will be responsible to keep all related departments "on task" to meet established deadlines. Defining principal market requirements will lead to the formulation of the overall product strategy and will define annual business plans for new products and/or programs. The Product Manager will be responsible for: overall product definition, positioning, lead times, pricing, promotion, and profitability. This position reports directly to the Vice President Product Line, Electric Mining Shovels.

### **POSITION IN MORE DETAIL – FUNCTIONS & RESPONSIBILITIES:**

Although not all-inclusive the following bullet points outline the key functions and responsibilities for this new Product Manager:

- Analyze and define the market for overall product strategies and opportunities. This includes developing product marketing plans by preparing objectives, strategies, tactics, and profit and loss projections. Both short and long term strategies will be defined and reviewed on an ongoing basis to keep abreast of market opportunities.
- Utilize innovative solutions, and constructive thinking to recognize market trends and directions. Incorporate changes into the development of annual business plans that outline product line strategies and tactical action.
- Prepare and present monthly updates to senior management regarding strategic plan overviews.
- Assure the successful launch of new products by assuming responsibility for planning, promotion and introduction.
- Assure timely and effective product development by proposing new products, modifications, and accessories, and by monitoring product development progress. This includes keeping all departments such as Engineering, Manufacturing, Quality Assurance and Beta sites "on task" and current to monitor costs, curtail delays and correct any in process issues.
- Conduct market research to define segmentation, customer's requirements and trends. This includes interviewing customers to determine product acceptance satisfaction and to identify new application requirements.

- Monitor Manufacturing and Quality Assurance to prevent product deficiencies.
- Represent the company by active participation in industry presentations, technology based symposiums, and/or other technology or industry driven functions, domestic and abroad.
- Perform other duties and assume accountabilities as apparent or as delegated, including mutually agreed upon objectives.

### **CURRENT CHALLENGES:**

This position is now vacant and new product opportunities are eminent. This requires a product champion immediately. The winning candidate will need to “hit the ground running” and therefore must already be familiar with mining equipment applications and customer needs. Bucyrus seeks a Product Manager who is a self-starter and a problem solver. Key personality traits include being aggressive, assertive and process oriented with a general “can do” attitude.

### **LONG RANGE CHALLENGES:**

To continue the pursuit of profitable growth opportunities for the product line. Bucyrus International, Inc. has clearly demonstrated their desire and ability to grow during this past decade. The Product Manager must constantly be seeking ways to continue this pattern of success.

### **COMPANY ENVIRONMENT AND CORPORATE CULTURE:**

In a message from the President, which can be viewed on their website, President and CEO Tim Sullivan outlines:

**The Vision:** Bucyrus will be the world’s paramount provider of mining products and services. We will grow responsibly with our customers and shareholders through innovation, commitment and our passion for excellence.

**The Mission:** We listen, we understand, we deliver. We are committed to listen to our customers, to understand their needs and to deliver results that exceed their expectations.

This position will be based at Bucyrus’ global corporate headquarters in South Milwaukee, Wisconsin and will be joining a dedicated team of hard working and results driven employees in a professional business environment.

### **THIS IS A GOOD OPPORTUNITY BECAUSE:**

Bucyrus International, Inc. is a growing, stable company that believes in their employees. This highly visible role will have a direct impact on the success within the core shovels product line and the success of Bucyrus as a whole.

**OTHER POSITION OR OPPORTUNITIES THAT THIS MAY LEAD TO ARE:**

Future opportunities at Bucyrus International, Inc. are endless as they continue to fully integrate all employees and products under one brand for mining – **The Bucyrus Brand**.

**DESIRED QUALIFICATIONS:**

**Special note to Serious Candidates:** You will have the opportunity to write a letter to JSA, expressing your degree of “fit” to each of the Desired Qualifications (DQ’s) sought by our client. We encourage you to expand on specific relevant experiences, and especially quantifiable accomplishments, pertinent to each DQ.

1. **Product Marketing Experience** – Ideally ten years of product marketing and/or engineering experience is strongly desired. Candidates should document examples of product marketing success in their “Response to the Desired Qualifications” letter.
2. **Product Knowledge** – To “hit the ground running” candidates should be familiar and comfortable with mining products, ideally with specific knowledge of electric and hydraulic mining shovels. Familiarity with customer mining applications is also beneficial.
3. **Bachelors Degree** – in engineering and or business is required. An engineering degree (ME or MFG) is preferred and an MBA would be considered a plus.
4. **Certified Project Management (PMP®)** – Since one of the keys to success in this role will be the effective coordination of numerous departmental disciplines, being certified in project management is a plus, but not required. Please outline any certifications you have or highlight your project management experience and success in your “DQ response”.
5. **Leader – Motivator** – Bucyrus International, Inc. seeks a leader who has the proven ability to motivate people – someone who can get up every day and make things happen. Candidates should provide examples, in their “Response to the Desired Qualifications” letter, that would indicate they possess these team leadership traits.
6. **Executive Level Communication Skills** – This role will be expected to professionally interface with senior management at customer mine sites, and with team members at all levels within Bucyrus International, Inc. senior management. This position therefore requires executive level presentation, written, verbal, and listening communication skills.
7. **Strong Computer Skills** – are a must with a particular emphasis on Microsoft PowerPoint. Please clarify your experience and skill level with Microsoft Word, Excel, Outlook, and PowerPoint in your “Response to the Desired Qualifications” letter.
8. **Business Savvy** – We are not seeking an accountant but he/she should have a good working knowledge of the financial side of the business to assess and understand budgets. He/she must possess a good understanding of how decisions will impact the bottom line.

9. **Promotability** – Bucyrus seeks employees who have both the desire and capability to assume roles of even greater responsibility.
10. **Relocation to the Milwaukee, Wisconsin area** – Candidates must indicate their willingness to expedite a full family relocation to the greater Milwaukee area. Any factors impacting timing should be detailed in the DQs response.
11. **Business Travel** – Candidates should demonstrate the ability to professionally and effectively conduct business with a schedule that includes moderate business travel, in the 15% range, primarily to customer project sites.
12. **Physically Capable** – Candidates must be fully capable of performing all aspects of this position, to include long days and business travel, as this is definitely more than an “8 to 5 job”. Any limitations should be provided in candidate’s response.
13. **Non-Compete** – Candidate must verify, in writing, that they are not encumbered with any relevant non-compete agreements. (Any relevant non-compete agreements are to be described & included with the DQs Response.)

#### **BEHAVIORS DESIRED:**

- Motivation:** Very highly self motivated and Very proactive.
- Balanced:** Someone who can balance personal life and work requirements.
- Goals:** Missing goals is not an option in this fast paced environment. This project leader must gain the commitment of all involved and “hit the dates” consistently to be successful.
- Drive/Energy:** High. This job is for a hard working and motivated team leader who stays focused on objectives.
- Reliability:** Extremely high. Must be able to stay the course to hit all goals.
- Initiative:** Very high. A strong sense of urgency with the ability to “take the ball and run”.
- Smoking Policy:** Some outside areas are designated to allow smoking. No smoking is allowed in the office facilities.

#### **FACTORS RELATING TO A “FIT”:**

- Team Orientation:** Yes, key team player and some leadership is necessary.
- Social Effectiveness:** Must be easy to talk to and comfortable in one-on-one conversations as well as being capable of preparing and giving large group presentations. Must also be charismatic.

**Interpersonal Style:** Outgoing and professional.

**Stress Tolerance:** Very high. Must be able to prioritize and multi-task in a fast paced environment. Needs to perform well under pressure.

**LET'S TALK PERSONALITY:**

This product group contains a wide range of personalities. Having an expressive and assertive personality will be required to become a recognized project leader and to keep the group focused on the deadlines.

**OBJECTIVES UPON WHICH FIRST YEAR PERFORMANCE WILL BE JUDGED:**

Annual goals and objectives will be jointly established with his/her immediate supervisor, to include some of the following:

- Ability to establish himself/herself as a true “Product Champion”.
- Ability to influence and lead others in different depts. (marketing, purchasing, vendors, etc.)
- Success in launching a new product introduction process. (The groundwork is laid but the new product has not yet been launched.)
- Ability to transfer knowledge (subject matter expertise) to people currently on the team, and new hires with mining industry experience, who need to learn the company’s approach to all aspects or business.

**PERFORMANCE REVIEW PRACTICES:** Annual

**COMPENSATION REVIEW PLAN:** Annual merit increases scheduled for the 1<sup>st</sup> quarter. Bucyrus has provided merit increases during the last two years despite the general economic environment.

**FISCAL YEAR STARTS:** January 1

**SALARY PAY PERIODS:** Monthly – on the last working day of the month..

**COMPENSATION:**

There is an attractive base salary plus an annual performance-based bonus opportunity.

**BENEFITS**

**Health Insurance:** PPO via Humana with 3 options to choose from, plus a vision plan.

**Dental Insurance:** Yes, preventative care at 100%, with a \$1,500 maximum reimbursement level.

<b>Life Insurance:</b>	Yes, up to 2 times your annual salary. No cost to employees.
<b>Other Special Plans:</b>	Pension plan offered.
<b>Vacation:</b>	Negotiable, up to 3 weeks maximum.
<b>Holidays:</b>	All main holidays plus Good Friday, Black Friday and Christmas Holiday Plant shut down (Dec. 24 to 1 <sup>st</sup> working day of January).
<b>Disability Insurance:</b>	Yes, both short and long term at no cost to employee.
<b>401K:</b>	Yes; with a company match of 50% up to 6% of pay.
<b>Education Reimbursement:</b>	Yes, \$5,250K allowed per year for a graduate degree.

**RELOCATION ASSISTANCE:**

The company is prepared to offer a fair, reasonable and comprehensive relocation package which will facilitate a swift and smooth family relocation to the Milwaukee, Wisconsin area.

Bucyrus International, Inc.'s investment in the comprehensive relocation plan will be sizable. With this in mind if the new Product Manager voluntarily terminates employment or are terminated for cause during the first two years of employment relocation benefits will cease immediately. If termination occurs in the first 12 months, 100% of all relocation expenses previously provided must be reimbursed to the company. If termination occurs in the second year (months 13-24) 50% of all relocation expenses must be reimbursed to the company.

**TESTS, OUTSIDE EVALUATION SERVICES:** None beyond JSA's full screening process.

**MEDICAL/DRUG TESTING:** There will be a post offer / pre-employment drug screen and background check (references, education & criminal) for the winning candidate.

**PLEASE SEE HELPFUL RELOCATION INFORMATION ON NEXT PAGE**

## Milwaukee, Wisconsin



**Milwaukee** is located on the southwestern shore of Lake Michigan. With a population approximately 604,000, it is the largest city in Wisconsin and the 23<sup>rd</sup> most populous city in the United States.

The Bucyrus office complex is located at 1100 Milwaukee Avenue, less than a mile west of Lake

Michigan, between Grant Park and Rawson Park, and just south of the Warnimont Golf Course, in the town of South Milwaukee, approximately 11 miles from the center of Downtown.

Milwaukee is one of the great industrial centers in the country and one of the largest Great Lakes ports. Manufacturing remains strong, and Milwaukee manufacturers are national leaders in medical diagnostic instruments, small gasoline engines, malt beverages, iron and steel forgings, mining machinery, and robotics. Milwaukee's high-tech manufacturing community is one of the largest among the nation's major metropolitan areas.

Though Milwaukee was **once known as a “beer town,”** only a small percentage of its workforce is now involved in beer production. However, beer still plays an important role, and almost 11% of the nation's malt beverage is produced there.



This city has spent nearly a century building its reputation as a brewing and manufacturing powerhouse. While there is still much activity in both of these sectors, **Milwaukee has spent millions of dollars to enhance and modernize their city's image.** In the past decade, major new additions have included the **Milwaukee Riverwalk**, the **Midwest Airlines Center**, **Miller**

**Park**, an internationally renowned addition to the **Milwaukee Art Museum**, and **Pier Wisconsin** as well as major renovations to the **Milwaukee Auditorium**. In addition, many new skyscrapers, condos, lofts and apartments have been constructed in neighborhoods on, and near, the lakefront and riverbanks.

## Discovery World at Pier Wisconsin



Wisconsin's newest museum is also its most aptly named. Discovery World at Pier Wisconsin on Milwaukee's lakefront lets visitors explore the surface vessels that once ruled the Great Lakes, take a close look at the creatures that



still call that water home, and explore the practical wonders of man-made creativity. **The Discovery World Aquarium** (See photo on right) offers an exciting trip for the whole family.

## The Mitchell Park Domes



**The Domes**, located in Milwaukee, Wisconsin, are **the world's only conoidal glass houses**. Experience a desert oasis, a tropical jungle and special floral gardens - all in one afternoon . . . and an amazing lighting display in the evening! The incredible diversity of plant life you will encounter reminds us all of the Earth's unique diversity of plant and animal species so very vital to our own survival.

## Grant Park Seven Bridges Trail

As we mentioned above, beautiful Grant Park is just a few blocks away from the Bucyrus office complex. It is one of a string of parks that dot the shoreline throughout the southern Milwaukee suburbs of St. Francis, Cudahy and South Milwaukee. It is the second largest park in Milwaukee County. Best known for its Seven Bridges Trail, Grant Park is also home to the first golf course operated by Milwaukee County, aptly named Grant Park Golf Course, which was opened in 1920. Grant Park's Seven Bridges Trail offers an easy hike through woods and ravines, and has beach access.



**The Milwaukee County Zoo** is a serene home to more than 2,200 mammals, birds, fish, amphibians and reptiles with more than 320 species represented. It is also a popular site for workshops, holiday celebrations, summer concerts and food festivals. Recognized as one

of the country's finest zoological attractions, the Milwaukee County Zoo serves as a resource to educate, entertain and inspire. <http://www.milwaukeezoo.org>



## **The Milwaukee Public Museum, Humphrey IMAX® Dome Theater and Daniel M. Soref Planetarium**

The Milwaukee Public Museum houses over 6 million specimens. Take a small step back in time to the turn-of-the-century “Streets of Old Milwaukee” and “European Village” and to ancient Mediterranean civilizations. Or, take a giant leap back in time to “The Third Planet” exhibit, and see a life-sized replica of Tyrannosaurus Rex. The Daniel M. Soref Planetarium is Wisconsin's largest planetarium, located at the Milwaukee Public Museum in the same theater as the IMAX®! <http://www.mpm.edu/>

## **Winter Fun in Milwaukee...Let the snow fly! Cross-country Skiing, Ice Skating & More**



Hit the trails for a great cardiovascular workout – and a lot of fun! All Milwaukee County Parks allow free **cross-country skiing**. Trails are open from dawn until 10pm, when snow conditions permit. When the weather allows, there is **ice-skating** at several Milwaukee County Parks. Many of the rinks even have warming houses – to keep from freezing your toes off! And for those that still enjoy a good game of ice hockey now and then, many of the parks that have lagoons for ice-skating provide special practice

areas for hockey players.

**Sledding fun for the kiddos!** Gather your family and friends for a fun day of sledding (when weather conditions permit). There are 16 parks in the Milwaukee area that offer sledding hills. Some of the hills are lit for nighttime enjoyment. For great winter fun, bring your family and friends to speed down the toboggan run at Whitnall Park's Winter Sports Area! The toboggan run features an exhilarating iced track and toboggans with metal runners.



**Living in Milwaukee is Affordable:** Potential candidates will be pleased to learn that Milwaukee's ACCRA composite cost of living scores for the 3<sup>rd</sup> quarter of 2009 came in at only 101.1, compared to the “average American city” which would score an even 100. This is quite affordable compared to many areas of the USA, such as Portland, Oregon with its score of 113, San Diego at 133.7 or the ridiculously high Manhattan, New York, coming in at 214.7!

### **Plentiful Shopping Options!**

As you would expect from the 23<sup>rd</sup> largest city in the USA, there are Plenty of Places to Shop in Milwaukee! Besides the great number of boutique and specialty stores within a short drive from South Milwaukee, Here are 3 of the largest malls in the area:

- **Brookfield Square:** This mall offers more than 110 stores, including fashionable retailers like H&M, the Buckle and Aldo, and recently expanded dining options - including Flemings Prime Steakhouse & Wine Bar and Stir Crazy. [www.shopbrookfieldsquaremall.com](http://www.shopbrookfieldsquaremall.com)
- **Mayfair Mall:** By far Milwaukee's largest mall, the Mayfair complex includes 180 stores, including such notable retailers as Macy's, Pottery Barn, more than 30 restaurants and snack bars and an 18-theatre AMC cinema. [www.mayfairmall.com](http://www.mayfairmall.com)

- **The Shops of Grand Avenue**

Milwaukee's only downtown mall, the Grand Avenue, includes discount retailer TJ Maxx, Famous Footwear and Old Navy, plus a large food court. [www.grandavenueshops.com](http://www.grandavenueshops.com)



**GOLF...42 Courses within 20 miles of South Milwaukee!** The following link provides an extensive list of the public and private golf courses located within 20 miles from the center of South Milwaukee, complete with contact information for each course/club: <http://www.golflink.com/golf-courses/city.aspx?dest=South+Milwaukee+WI>

**Have some summer fun on the Water!**



With Lake Michigan just a few miles away, tens of thousands of Milwaukee area residents take the opportunity to spend some of their warmer weekend hours on the water. Opportunities for sailing, skiing, canoeing, kayaking and other water sports abound.



**REALTOR.COM – Real Estate Listings in the Area: Milwaukee** area Real Estate Information –



including listings of homes in that fit your detailed preferences, can be found at [www.Realtor.com](http://www.Realtor.com). Just type in your preferred city into the large search field on their home page (under the words “Find Homes”) & click the “Search” button. You can refine your preferences on the left side bar. If you’re finding a large selection of homes that meet your criteria, & you really want to get specific with your preferences, slide down the left side bar, & click “more options,” then check all the boxes that match your preferences & click “Search” again. Happy hunting!

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Please see the **How to Apply** section on the next page.

## **How to Apply for this Opportunity**

Jordan-Sitter Associates (JSA) only conducts exclusive executive search assignments. Therefore, our 32-year-old firm will be involved in processing and screening all serious candidates for this key position. This page provides instructions to help interested candidates expedite a response to this opportunity. Our goal is to give fair and objective consideration to all qualified applicants. We thank you for your cooperation and we welcome your interest in this position.

Please [CLICK HERE](#) for our simple, two-step application process entitled: "How to Apply for This Opportunity."