

Platform	Location	Type	Title	Description
Home and Business	North America	Marketing	Associate Brand Manager	ECLP responsibilities include: Growth Playbook pitch to launch a brand-new product offering using a retro legacy brand. Building a business case, researching features & appearance, competitive intelligence, and strategic price point recommendations for re-launching a large appliance brand. Tactical projects include: Cross-product multi generation product planning, SKU rationalization & multi-year SKU and research recommendations for an appliance color.
Home and Business	North America	Marketing	Marketing Strategy:	ECLP responsibilities for research in EMEA lighting industry, Developing marketing strategy for EMEA, communicate clear & actionable marketing tactics, and validate three distinct value propositions.