



## JOB PROPOSAL

# Market Segment Manager

Miller Electric Manufacturing  
Power Systems Division – Work Truck Solutions  
Appleton, WI



*Trusted Hiring Partner*



# ABOUT MILLER ELECTRIC MANUFACTURING

## Miller's Mission

“We put welders first.”

## About Miller

Miller Electric Manufacturing Co., an ITW company based in Appleton, Wisconsin, is a global leader in arc-welding and cutting equipment with nearly 100 years of engineering excellence. Serving industries such as construction, manufacturing, agriculture, aviation, and marine, Miller is known for delivering durable, high-performance solutions that skilled tradespeople depend on in demanding environments.

As part of Illinois Tool Works (ITW), a Fortune 200 company, Miller combines the stability of a global organization with the agility of a growth-oriented division. The company's culture centers on innovation, customer focus, safety, and continuous improvement—empowering employees to shape the future of welding and field-based power solutions.

Within Miller, the **Power Systems Division** develops advanced welding and power-generation technologies designed for tough field applications. The division supports mobile and industrial users who need reliable, high-output equipment that performs consistently on the job.

A major growth lever for this division is the **Work Truck Solutions** vertical, where Miller delivers integrated mobile power and job-site productivity solutions for utility fleets, construction service vehicles, and field maintenance and repair teams. These solutions bring together electrical power generation and distribution, compressed air, battery charging, and support for hydraulic and electric tools in compact, durable systems designed specifically for truck integration. Success in this space requires deep understanding of how work is performed in the field and how different applications drive the need for different types and levels of onboard power. By aligning the right mix of mobile power and tool capability to each application, Miller helps crews stay productive, reduce idle time, simplify vehicle upfitting, and complete critical work that keeps infrastructure, utilities, and communities running.

Rooted in ITW's customer-back approach, the Work Truck vertical stays closely connected to real-world user needs, ensuring its solutions remain practical, rugged, and aligned with the evolving demands of field professionals. This focus on reliability, usability, and innovation reinforces Miller's longstanding position as a trusted leader in mobile welding and power-generation technology.



# THE COMMUNITY

## Welcome to Appleton, Wisconsin – A Hub of Innovation, Community, and Quality Living

Appleton, WI is a thriving mid-sized city in the scenic Fox River Valley, offering the perfect blend of professional opportunity, affordability, and vibrant lifestyle. Known for its strong manufacturing heritage, cultural amenities, and family-friendly environment, Appleton provides an ideal setting for engineering leaders looking to make an impact.

### What Appleton is Known For

- **Innovation & Industry:** Home to Miller Electric and a robust manufacturing sector, Appleton is a center for advanced engineering and product development.
- **Affordability:** Cost of living is about **11% lower than the national average**, with housing prices significantly below major metro areas.
- **Community & Education:** Highly rated schools, safe neighborhoods, and proximity to universities make Appleton a great place for families and lifelong learning.

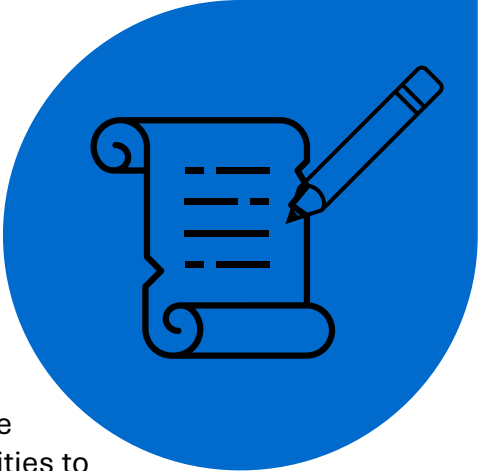
### Things to Do in Appleton

- **Arts & Culture:** Enjoy Broadway shows at the **Fox Cities Performing Arts Center**, explore the **Trout Museum of Art**, or attend the **Mile of Music Festival**.
- **Outdoor Adventures:** Hike or bike along the Fox River trails, golf at scenic courses, or enjoy boating and fishing on nearby lakes.
- **Family Fun:** Visit the **Building for Kids Children’s Museum**, explore local parks, and experience year-round festivals and farmers markets.
- **Food Scene:** From farm-to-table dining to craft breweries and local favorites, Appleton’s culinary offerings are diverse and growing.

### Why You’ll Love Living Here

- Short commutes and easy access to regional airports
- A welcoming, close-knit community with big-city amenities nearby
- Four beautiful seasons with abundant outdoor recreation
- A thriving downtown and ongoing development projects
- Proximity to Green Bay and Milwaukee for expanded cultural and sports experiences





## WHY JOIN MILLER

Joining Miller Electric means becoming part of a global leader in welding technology with a nearly 100-year legacy of innovation and excellence. Guided by the mission “**We put welders first,**” Miller is committed to delivering solutions that empower skilled tradespeople and advance industries worldwide. As a subsidiary of Illinois Tool Works (ITW), Miller offers the stability of a Fortune 200 company combined with the agility of a growth-focused division. Employees enjoy opportunities to lead cutting-edge product development, collaborate across disciplines, and make a tangible impact on manufacturing, construction, and infrastructure projects. With a culture rooted in safety, quality, and continuous improvement, Miller provides not only a rewarding career but also a chance to shape the future of welding technology.

## JOB SUMMARY

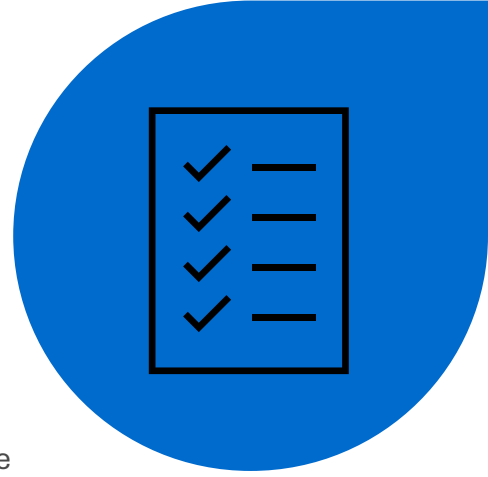
Are you a **business development professional** energized by finding and defining where the business should grow next?

As **Market Segment Manager for the Work Truck segment**, you will shape the growth strategy of one of Miller Electric’s fastest growing markets within the Power Systems Division of ITW. This is a high-impact, high-visibility role responsible for defining where we play, how we win, and which opportunities deserve focus, investment, and innovation.

You will turn ambiguity into direction, identifying unmet needs, competitive threats, and emerging opportunities, then translating those insights into clear strategic choices. Your work will directly influence product roadmaps, innovation priorities, and go-to-market strategies that show up in the field and drive real business results.

Opportunity for remote work for the right candidate.

# KEY RESPONSIBILITIES



## Market Strategy & Analysis

- Identify and size attractive growth markets using customer, trend, and competitive analysis.
- Map markets to clarify customer segments, unmet needs, and competitive positioning.
- Form strong, evidence-based points of view on where the business should compete and why.
- Assess market attractiveness, barriers to entry, and revenue potential to guide portfolio priorities.

## Customer & Insight Development

- Lead customer and market research through interviews, surveys, and field observation.
- Translate insights into clear problem statements and opportunity definitions for Product Management and Product Development.
- Champion a customer-first perspective, ensuring products and positioning reflect real value drivers.

## Cross-Functional Leadership & Influence

- Partner closely with Product Management, Engineering, and Sales to align on market direction and opportunity selection.
- Influence decisions across teams and levels without direct authority.
- Communicate market insights and recommendations clearly and credibly to senior leadership.

## Portfolio Growth & Performance

- Build and prioritize business cases for new growth opportunities.
- Track post-launch performance, including adoption, revenue growth, and customer satisfaction.
- Refine value propositions and go-to-market strategies as markets and customer needs evolve.

# SKILLS, ATTRIBUTES & COMPETENCIES

## Analytical & Strategic

- Strong market analysis and competitive intelligence skills.
- Ability to model market size, share, and growth.
- Ability to connect market trends to customer needs and business opportunities.

## Customer & Market Insight

- Skilled at turning qualitative and quantitative data into clear recommendations.
- Strong understanding of customer buying behavior and value drivers.
- Track record of uncovering insights that translate into growth.

## Collaboration & Influence

- Clear, compelling communicator and storyteller.
- Proven ability to influence across functions and levels.
- Builds trust and credibility with cross-functional partners.

## Business Acumen

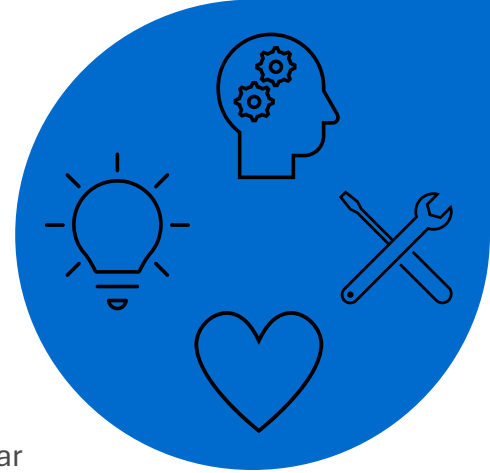
- Solid understanding of P&L drivers, pricing, and margin dynamics.
- Ability to evaluate opportunities against risk, complexity, and return.
- Experience translating market insight into sound business decisions.

## How You Show Up

- **Intellectually Curious:** Asks questions, seeks understanding, and challenges assumptions.
- **Customer-Centered:** Deeply committed to understanding customer needs.
- **Comfortable with Ambiguity:** Operates effectively in evolving and uncertain environments.
- **Collaborative:** Engages others to build alignment and momentum.
- **Practically Optimistic:** Balances realism with a growth-oriented mindset.

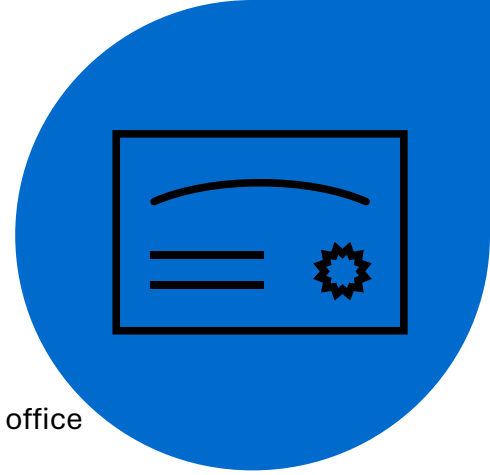
## What Builds Trust

- **Market Insight:** Demonstrated impact from customer or market insight.
- **Data-Driven Judgment:** Uses evidence to inform decisions.
- **Cross-Functional Credibility:** Respected partner across teams.
- **Strategic Impact:** Experience driving segment growth, share gains, or new market entry.
- **Clear Storytelling:** Communicates ideas in a way that drives understanding and action.
- **Mindset** (employees, customers, environment, society).



## MINIMUM QUALIFICATIONS

- Bachelor's degree in marketing, business, or a related technical field.
- 5–10 years of experience in strategic marketing, market research, or business development, ideally in a B2B or industrial environment.
- Ability to travel up to 50%, including 8-12 visits to Appleton office per year (if working remote)
- Proven success in market or segment strategy, portfolio prioritization, or new market entry.

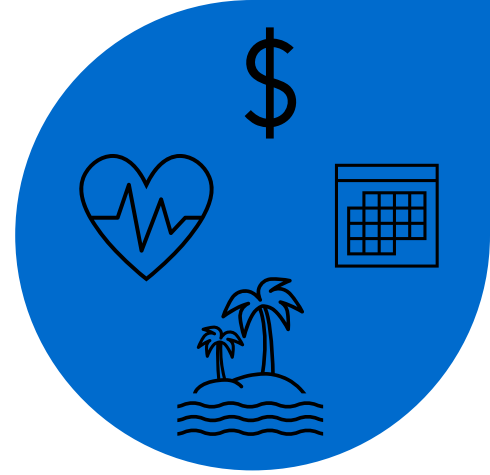


## SALARY

- \$97,500 - \$162,500
- Bonus – determined by company and individual performance

## BENEFITS

- Health/Dental/Vision Insurance
- Holidays
- Vacation, Sick Personal Leave
- Life and AD&D Insurance
- Short- and Long-Term Disability
- 401(k)
- Parental Leave
- Adoption assistance
- Fertility and surrogacy benefits



## APPLY NOW

### Why the Market Segment Manager – Work Truck Solutions Role at Miller Is a Career-Defining Opportunity

- **You want to shape the future of an entire market**, turning insights, trends, and customer needs into bold strategic choices that drive real business growth.
- **You love being the voice of the market**, influencing product roadmaps, innovation pipelines, and go-to-market strategy across a high-impact division.
- **You thrive at the center of the action**, partnering with Product, Engineering, Sales, and leadership to guide high-visibility decisions that matter.
- **You're energized by solving real problems for real customers**, helping skilled professionals get the power, reliability, and performance they need in the field.
- **You want to join a company that actually listens**—a team that puts welders and end-users first, values evidence over ego, and invests in long-term growth.
- **You're looking for a role with flexibility and autonomy**, including the opportunity to work remotely while leading strategy for one of Miller's fastest-growing segments.

To apply for the **Market Segment Manager – Work Truck Solutions** position at **Miller Electric Manufacturing**, please visit <http://www.davidgomezpartners.com> or send your resume to [Recruiting@DavidGomezPartners.com](mailto:Recruiting@DavidGomezPartners.com).

