

## **SENIOR PRODUCT MANAGER POSITION DESCRIPTION**

### **Responsibilities:**

- Define an ambitious but achievable product strategy based on gathering both partner and customer requirements, understanding the competitive landscape and developing a product and business plan for the product.
- Help develop and evolve the company's core services and rich media advertising offerings.
- Work with customers, partners and engineering leadership to develop the product roadmap and ongoing detailed definition of new capabilities; identify product features and enhancements and manage their entire lifecycle from idea conception to post-launch monitoring and improvements.
- Work with engineering to establish methodologies in the areas of product definition, planning, execution, testing, release and support and balance implementation and tracking of the methodologies with start-up values such as speed, adaptability and flexibility. The primary focus for this position is "What" goes into the product, not "How" it is architected. Communications to engineering must be a clear and concise mixture of Use Case Diagrams and Activity Diagrams accompanied by explanatory text.
- Support ongoing business development activities by maintaining relationships with key prospects.
- Develop and maintain a complete industry competitive landscape, with detailed information about top 5 competitors.
- Maintain in-depth knowledge of company strategy, vision, technology, products, business operations and organization.
- Make recommendations regarding pricing.
- Play an active role in the launch of technology and services that exceed customers' expectations.
- Design product collateral, data sheets, white papers and other materials that accurately and clearly articulate unique solution propositions.

### **Skills and Experience:**

- 7+ years of experience in Product Management or Technical Marketing roles.
- Experience with large scale content-driven applications, services and infrastructure.
- Strong understanding of digital content delivery, video delivery and/or online advertising is highly valued.
- Ability to help address early stage technology choices, overcome obstacles and balance features against time to market and customer requirements.
- Communicate effectively with both business and technical people.
- Knowledge of UML or a similar process diagramming tool set is desired.
- Skilled in prioritization, organization and time management in a fast-paced environment with conflicting priorities.
- Strong analytical and problem solving skills combined with technical aptitude.
- Experience with market and competitive analysis and the product development lifecycle.
- Exceptional communication skills, both verbal and written: honest, clear, concise and direct.

### **Education:**

- Bachelor's degree in Computer Science or a related discipline or equivalent experience; MBA preferred.

Please email your resume to [\*\*Jobs@Vusion.com\*\*](mailto:Jobs@Vusion.com)