



## **Product Manager**

ARI Network Services remains one of the few companies still expanding during these tough economic times. This is a tribute to our excellent internal staff, superior services and relationships with first-class clients.

### **Summary**

As the Product Manager you will report to the Director of Product and Marketing and will have responsibility for igniting and managing rapid revenue growth. The role is considered an invaluable member of the team and must have the vision and drive to succeed in a double digit growth environment. You will be a “hands on” manager operating with a sense of ownership as if the business was your own. And, through our stock option plan you will be an owner!

Your exciting and challenging assignment will be to oversee the development of all stages of the product lifecycle including product marketing and product planning. You will coordinate product lines through life cycle including conception, research, design, pricing, marketing, sales, and distribution. You will use your leadership qualities to assess and prioritize customer and market requirements, working closely with development to deliver market-leading products. You will use your background and experience to develop effective marketing strategies and tactics by identifying appropriate target markets and tracking market trends culminating in the management of successful product launches. Anticipate and resolve problems regarding missed release deadlines or unsatisfactory product quality.

### **Essential Duties and Responsibilities:**

- Oversee the work of cross-functional teams including marketing, product development, and technical groups to drive product vision, define product requirements, and manage products.
- Ensure successful implementation of product requirements.
- Develop and test product concepts and ideas cross-functionally.
- Develop detailed product strategy and roadmap to meet company objectives.
- Build business plans for products including opportunity assessment, positioning strategy, financial analysis.
- Develop marketing tactical plans for each product area in conjunction with other appropriate departments.
- Develop tactical plans to support successful adoption.
- Plan and lead successful product launches.
- Identify appropriate target markets and track market trends.
- Gather, prepare and deliver prioritized product requirements.
- Gather market research and other customer/prospect feedback to measure effectiveness of marketing efforts and predict future market conditions and potential.
- Assess partnership opportunities including third party programs.
- Analyze competitive strategies and tactics, and work with sales personnel to devise

organizational strategies.

- Maintain confidential marketing plans (positioning, tactics, pricing, etc.) and communicate them as necessary to appropriate personnel.
- Train field teams and support selling activities, including development of sales tools and collateral.

### **Are you qualified?**

Are you a leader with a ...

- Bachelor's degree in business or marketing; advanced degree desirable.
- Excellent management skills with the ability to effectively direct the organization's product management/marketing function in order to maximize revenues and profits.
- A track record of success defining and launching excellent products.
- Relevant work experience.
- Product management experience.
- Excellent written and verbal communication skills.
- And skilled in Microsoft Office suite (Word, Excel, PowerPoint, Visio, Project etc.)

You must have ...

- A proven ability to influence cross-functional teams without formal authority, and to work effectively with customers, development and sales groups.
- An in-depth understanding of technology and software applications.
- A thorough knowledge of the organization's products, marketing principles, and practices.
- Be a self starter with a "can do" attitude, good work ethic and a decision maker.
- Have the ability to travel 25%.