



Title: Senior Product Manager

Department: Product Development

PURPOSE OF JOB:

As Senior Product Manager, you will play an integral role on the Product Development team. In this role, you will use market research and collect data to make recommendations on strategic product development and marketing of product offerings. You'll forecast trends within the healthcare marketplace to align strategy based on your predictions. Primary responsibilities include market research, defining market problems, business plan creation, pricing, distinct competence and positioning.

MAJOR DUTIES AND RESPONSIBILITIES:

- Create business justification for product offering(s) and collaborate with project sponsors, internal and external resources, to assist in planning and execution for ideas from inception to go to market process readiness and acceptance.
- Understand market landscape and regulatory trends. You will oversee and interpret market research and competitive intelligence to determine ways to advance product offering(s).
- Develop and maintain understanding of user workflows and processes used in healthcare and enterprise communications.
- Develops segmenting, targeting, positioning, and value proposition within our team and with our marketing colleagues. Lead and participate in communicating and educating internal stakeholders.
- Work with Technical Product Managers and business stakeholders to develop and breakdown the product roadmap into user and market requirements to achieve business goals while making difficult trade off decisions.
- Collaborate with leadership to recommend packaging and pricing models to meet revenue and profitability goals.
- Host user meetings, webinars, speak at conference and industry events.
- Track product bookings and revenue performance. Work cross-functionally to ensure goals are met.
- Ensure product and process follows corporate and department policies and procedures.
- Other duties may be assigned.

EDUCATION/EXPERIENCE REQUIREMENTS:

Bachelor's degree (B. A.) from four-year college or university and five years' related experience and/or training; or equivalent combination of education and experience. MBA preferred.

- 5+ years of product management, preferably in the digital space
- 5+ years selling, supporting or developing enterprise solutions

OTHER QUALIFICATIONS:

- 10 + years' experience in enterprise software
- Experience with B2B products in healthcare
- Demonstrated portfolio of user-centric digital experiences with proven, positive impacts to engagement and product value
- Experience working with clients (managing expectation, managing delivery dates)
- Experience working with multi-disciplinary teams comprised of technical product managers, sales, marketing, services, support, and engineering
- Ability to absorb and make sense of large amounts of data, information, and perspectives to direct decision making
- Ability to turn complicated inputs into clear, communicable vision
- Outstanding communication skills for all audience types including clients and executives
- An understanding of SAFe with related experience
- Knowledge of current digital web and application standards
- Passion for designing and building an exceptional user experience
- Strong analytical, communication, and influencing skills
- Ability to work in team setting
- Sound business judgment
- Ability to drive for results with minimal guidance