

Product Manager Position

The Product Manager is responsible for managing EA USA's product portfolio including identifying, evaluating and developing enhancements to existing products (75%) and supporting the new product development process (25%). The Product Manager is responsible for the overall health of the product and will conduct on-going product assessment within the context of the competitive landscape; on-going win/loss analysis to better understand the features that are required for improved sales success. Based on market-driven feedback from customers and prospects, the PM will write clear product requirements and work with internal organizations to launch product enhancements.

The Product Manager will also work with decision makers in marketing and sales management to ensure that the product is correctly communicated to the market and that the product and marketing efforts support the company's overall strategy and goals.

The Product Manager is expected to:

- Support and contribute to the product strategy and roadmap
- Maintain the product portfolio by monitoring and incorporating industry innovations into product development roadmap
- Contribute to development of core positioning and messaging for the products
- Provide in-depth market, industry and competitive analysis and positioning
- Work with external third parties to assess partnerships and licensing opportunities
- Be an expert with respect to the competition
- Work with Finance and Sales to develop pricing strategy
- Brief and train the sales force at sales meetings
- Work closely with the sales team to develop sales tools, collateral and training
- Create standard presentations and demo scripts
- Act as a leader within the company

Required experience:

- Minimum of 3-5 years experience as a Product Manager or Product Marketing Manager
- Demonstrated success managing and marketing products
- Experience working in close collaboration with sales and sales management
- Experience in insurance, financial or travel industry preferred
- Experience in B2B sales organization preferred
- Bachelor's degree

Knowledge skills:

- Excellent written and verbal communication skills
- Proven ability to influence cross-functional teams without formal authority
- Proven analytic and problem-solving skills
- Ability to meet aggressive deadlines and manage multiple priorities simultaneously
- Examples and samples of effective documents delivered in the past