



Job Title: Sr Product Manager
Reports To: Director, Product Management
FLSA Status: Exempt
Department: Product and Account Management
Prepared By/Date: Jennifer Addair, May 2019

Summary: Plans, organizes, and controls assigned product lines from conceptual stages through product life cycles to optimize company goals.

Description:

Product Requirements – Set product requirements that exceed customer and market needs, maximize technical capabilities, and meet business objectives. Must be able to take input from a wide variety of sources (customers, IT, business relationship managers, partners, etc.) and distill information into prioritized, actionable requirements.

Product Delivery – Work with various teams, including third-party vendors, to ensure quality product delivery that meets the product requirements. Set product positioning and transition strategies for the marketing team.

Customer Focus – Work in coordination with business relationship managers to drive strategic product opportunities. Apply creative approaches to design customized product offerings and respond to customer requests and feedback.

Industry Standards Engagement – Participate in real estate standards groups and help guide REcolorado’s adoption of data standards and other standards as applicable.

Responsibilities:

- Own and drive the full product life cycle management for B2B and B2C product lines.
- Define requirements for new products, including product definitions and market requirement specifications, driving the input to the product development process.
- Secure early involvement and close cooperation with all the stakeholders (e.g. IT, customers account managers, etc.) in the life cycle process to ensure their commitment.
- Collect feedback from market, create and maintain a prioritized candidate list of features for future functionality. Manage product requirements ensuring strategic fit, financial and technical feasibility, and manage the resulting product roadmap.
- Competitor analysis and product evaluations.
- Create and secure the creation of appropriate business and product documentation in a timely and effective manner, supporting successful development, marketing, and adoption of the product.
- Evangelize and act as a spokesperson for the product, as needed, at tradeshow, conferences, and customer meetings.
- Manage the product launch process and enhancement process both internally and externally.

Desired Skills & Experience

- Bachelor’s degree, and/or equivalent combination of education and experience; MBA preferred. PMP certification preferred.
- Minimum of 8 years product management experience.

- Prior experience in high-tech product line management, including all phases of the product lifecycle.
- Essential to have good technical awareness, including understanding of databases and data structure.
- Excellent interpersonal, customer interaction, teamwork, project and time management skills.
- High attention to detail and positive attitude.

To apply, send resume and cover letter to jaddair@REcolorado.com.