

Director of Product Management

Location: Austin, TX

Salary Range: Commensurate with experience.

Benefits: Includes Medical, Dental, Vision, 401K, paid vacation and holidays

Employment Type: Full Time

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Execution | Passion | Integrity | Accountability | Innovation | Speed

Job Description-The Director of Product Management is responsible for optimizing the product portfolio to maximize revenue while minimizing cost. This includes identifying new opportunities for additional product, prioritization of compliance courses, tools and technology platform to be updated as well as identifying products to be retired from the portfolio. This position manages the team of Product Managers and ensures collaboration with sales, production, marketing and support to deliver outstanding products that ensure revenue and customer satisfaction goals are met. The Director of PM must be able to interface effectively and establish quick credibility and confidence with: Production, Engineering, Customer Support, Channel Partners (VARs), and Direct Customers.

The Director of Product Management job also includes ensuring that the product and marketing efforts support the company's overall strategy and goals. The Director must identify areas for growth and create strategic product line roadmaps to help drive adoption of the product and differentiating features.

The Director of Product Management is expected to lead the team of Product Mangers to ensure that they performing effectively. Duties include:

1. Define the product strategy and roadmap
2. Deliver business cases with prioritized features and corresponding justification
3. Work with external third parties to assess partnerships and licensing opportunities
4. Be an expert with respect to the competition
5. Develop the core positioning and messaging for the product
6. Perform product demos to customers
7. Set pricing to meet revenue and profitability goals
8. Deliver a monthly revenue forecast
9. Develop sales tools and collateral
10. Propose an overall budget to ensure success
11. Brief and train the sales force at quarterly sales meetings

12. Brief press and analysts and go on press tours
13. Act as a leader within the company
14. Be a strong self-starter

Required experience and knowledge

1. Minimum of 5+ years experience as a Product Manager or Product Marketing Manager
2. Demonstrated success defining and launching excellent products
3. 5+ years of experience in a job in the adult continuing education market
4. Excellent presentation skills in addition to written and verbal communication skills
5. Bachelor's degree (MBA preferred)
6. Excellent teamwork skills
7. Proven ability to influence cross-functional teams without formal authority
8. Must be able to travel 10% of the time
9. Examples and at least one sample of an effective market development plan delivered in the past 2 years

If you think you have what it takes to be successful at 360training and you are ready to stand up to the challenge apply today by visiting www.360training.com.

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