

Job Title: Product Manager
Department: Merchandise
Reports to: CEO

FLSA status: Exempt
Classification: Administrative
Supervises: None

Job purpose:

As Product Manager, you will guide a team that is charged with a product line contribution as a business unit. This extends from increasing the profitability of existing products to developing new products for the company. You will build products from existing ideas, and help to develop new ideas based on your industry experience and your contact with customers and prospects. You must possess a unique blend of business and technical savvy; a big-picture vision, and the drive to make that vision a reality. You must enjoy spending time in the market to understand their problems, and find innovative solutions for the broader market.

You must be able to communicate with all areas of the company. You will work with an in-house and outsourced engineering groups to define product release requirements and manage the development process. You will work with marketing communications to define the go-to-market strategy, helping them understand the product positioning, key benefits, and target customer. You will also serve as the internal and external evangelist for your product offering, occasionally working with the sales channel and key customers.

The skills and abilities required to perform this job effectively:

- Managing the entire product line life cycle from strategic planning to tactical activities
 - Must be highly organized and have an ability to manage multiple projects at one time.
- Management of technical requirements and development teams.
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers.
- Managing successful implementation of the products
- Driving a solution set across development teams (primarily Development/Engineering, and Marketing Communications) through market requirements, product contract, and positioning.
- Developing and implementing a company-wide go-to-market plan, working with all departments to execute.
- Analyzing potential partner relationships for the product

Formal education, training and experience required to perform this job:

- 3+ years of software marketing/product management experience.
- Knowledgeable in technology.
- Computer Science or Engineering experience or degree as well as a business degree are both strong pluses.
- This position requires travel to customer and non-customer sites in North America

Please submit resume with cover letter along with salary history and salary requirements to jobs@ragnarrelay.com



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