



Product Manager

www.preparis.com

Preparis provides businesses a new way to protect their people, operations and shareholder value from 21st century threats. Our web-based solutions deliver best-in-class preparedness content and services that safeguard a company's most important assets. We use leading edge technology to rapidly deploy critical information and programs to a company's management and employees.

Job Description

The Product Manager will own the feature / function content of the products and will define the customer experience. This will include creating exceptional programs for Preparis customers by developing and leading product strategy within target markets for both new and existing Online products. Drive product management initiatives aimed at growing product revenues within target markets.

Primary Responsibilities

- Translate business goals and initiatives into business requirements and design specifications
- Write and develop business cases for new product opportunities and upgrades/enhancements to existing products
- Analyze the external marketplace, customers, vendors, and competitors to determine the right product features
- Define and write product requirements and spec documents and work with the product development team and other cross functional groups to launch new products or major enhancements to existing products
- Work with key teams to manage and deliver all product projects on time and within budget
- Track industry trends and recommend appropriate strategies

Additional Responsibilities

- Provide input on Preparis' strategies and goals as a key member of the team
- Represent Preparis at conferences and user groups
- Stay current on new technologies that will help Preparis maintain a competitive advantage

Essential duties

- Achieve the company's product goals and objectives
- Independently create and execute new product strategies
- Communicate effectively with peers and other Preparis personnel
- Identify, understand and solve any obstacles to successful execution

Required skills

- End-to-end product development experience in the internet/software space
- P & L responsibility
- Bachelor's degree
- Excellent presentation and communication skills

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- Ability to manage multiple initiatives at one time
- Ability to handle ambiguity, anticipate and react to changes quickly

Compensation

- Base salary plus bonus

Email resume to jobs@preparis.com



Responsibilities:

- Define vision for Preparis' emergency preparedness solutions. Develop and lead product strategy within target markets which will include both new and existing Online products.
- Help to develop and lead video strategy including viral distribution of content and integration with social applications that extend reach
- Develop business case, cost benefit and economic models to support new product development or promotions
- P & L responsibilities
- Lead Cross-functional development, marketing and support teams to execute strategy and deliver results
- Responsible for products positioning or differentiation strategies.
- Responsible for compiling promotional ideas and product enhancements to increase product usage.
- Initiate product awareness efforts with Divisions, Customer Support, Channel Partners and internal employees.
- Assist in the management of partner relationships
- Track key success metrics and implement strategies to achieve goals
- Track industry trends and recommend appropriate strategies

Minimum Requirements

- Online Video Product Management experience
- P & L management experience
- MBA or MSIS or equivalent work experience.
- Must be a team player, able to handle ambiguity, anticipate and react to changes quickly.
- Excellent presentation and communication skills.
- Ability to manage multiple initiatives at one time.

Position will, based on overall marketing strategy, develop and utilize the platform to create exceptional programs for WB consumers. Determine product features, functionality and define what the consumer experience will be.

The **Product Manager** of **LowerMyBills.com's** Insurance vertical will drive dynamic growth within the various Insurance categories, including Auto, Home, Life, and Health. The individual will be responsible for driving product development or product management initiatives that are ultimately aimed at growing product revenues. The individual should be equally adept at working with Sales, Technology, or Marketing in achieving the goal of revenue growth, and should have strong, demonstrable analytical capabilities as well as effective written and verbal communication skills. This position resides in the Product Management group in the Insurance vertical.



The ideal candidate is someone who has managed an end-to-end product development project in the internet/software space; specific responsibilities having included written a business case, sold management on the business case, written a functional or product requirements document, managed the development of the product, managed the sales and marketing planning/execution for the product, overseen Q/A aspects of development, launched the product working jointly with development, sales, and marketing; managed the resolution of post-launch issues, and performed analysis of plan versus actual performance of product.

Responsibilities:

- Define and write product requirements and spec documents and work with the product development team and other cross functional groups to launch new products or major enhancements to existing products
- Work with key teams to manage and deliver all product projects on time and within budget; balance product requirements and market impact against time to market and project risks
- Analyze the external marketplace, customers, vendors, and competitors to determine the right product features
- Write and develop business cases for new product opportunities and upgrades/enhancements to existing products
- Provide written and verbal communications on a regular basis to senior management on product financials, status of projects, industry trends
- Keep abreast of competition, competitive issues, products and markets for insurance industry

Translating business goals and initiatives into business requirements and design specifications

-Overseeing deployment, operation, and issue resolution for live web applications

-Building robust measurements and implementing analytical frameworks for measuring user behavior and satisfaction