

Position Title	Associate Product Manager
Schedule	Full-Time
Location	Bengaluru

OVERVIEW

Course5 Intelligence

We enable organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. Founded in 2000, our business areas include Market Intelligence, Big Data Analytics, Digital Transformation, Artificial Intelligence, and Analytics. Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

More information can be found at www.course5i.com

Global Offices

United States | India | United Kingdom | Singapore | United Arab of Emirates

POSITION SUMMARY

The manager is expected to come with strong project, client, people, conflict and change management experience. The manager will be key in ensuring deliverables are in-line with the business needs of the clients. He/she will support the coaching and professional development of team members. He/she will also be required to support business development activities.

ROLES AND RESPONSIBILITIES

The Associate Product Manager (APM) role is on the Course5 Intelligence team in Bangalore. We are developing a new Market/competitive intelligence platform. The APM is responsible for delivering a production-ready platform for the customer. This role is a unique combination of a product owner, business analyst, and project manager.

The Associate Product Manager's responsibilities and skill set are made up of the following categories:

Product Management

- Understand clients' goals, articulates business requirements, and translates end-user needs into solution requirements
- Collaborate effectively with the implementation team, which includes internal and client stakeholders:
- Internal: Research team, Social sensing team, Product development team, Data Analyst, UX designer, Visual Designer, Front-end (JavaScript/CSS) developer

- External: Business Owner and his stakeholders, Program lead, Data Engineer, Business Analyst
- Act as a technical expert for the Business team and work closely with technical team to ensure we are going the right direction and to ensure the results are coming out.
- Effectively prioritize work for the implementation team and features for the solution
- Support customer in go-live/launch activities as needed (end-user training, marketing collateral, etc.)

Product roadmap

- Support the product owner in building detailed product roadmap
- Refine the roadmap in regular intervals based on research, interaction with customers and prospects etc.
- Prioritize product road map and identify areas which will have more usage
- Think about improving product usage at customers. How can we increase stickiness with the platform

Content development

- Support the product owner in creating collaterals, capability decks for new conversations.
- Work on building personas for the platform and create individual decks and wireframes/demo's for clients in co-ordination with technical team
- Build marketing content including whitepapers, blogs and increase our product visibility outside our organization
- Plan marketing activities

Project Management

- Proactively communicate project risks, delays, priorities, and client's project budget usage to internal and client stakeholders
- Define scope and manage project resources (other members of the delivery team) + deliverables to ensure that engagements are completed on time and within budget

Consulting

- Support the Product Head to conduct workshops with key client stakeholders to establish requirements for the application
- Ensure that clients' expectations are met throughout the implementation and upon completion of the project
- Recommend best practices based on the Market/ Competitive Intelligence platform capabilities and industry standards whenever necessary

Technical Skills

- Can analyze clients' data sets (basic SQL / Excel analysis) and tie them back to the business requirements, user stories, and UX wireframes
- Experience with data visualization, information design, and prior experience in using business intelligence tools

General:

- Identify process improvement opportunities and suggest solutions
 - Think creatively to identify new and relevant information sources
- Work towards building domain expertise in various subject matters

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:-

- Previous experience in a consulting firm or customer-facing role at a tech company
- Experience in managing multiple projects for clients/customers across various industries
- Technical understanding is a must.
- Exceptional project management skills + familiarity with agile/scrum
- Familiarity with product management and design thinking principles
- Excellent presentation, listening, and writing skills
- Self-directed with the ability to manage simultaneous engagements at the same time with minimal supervision.
- Ability to set and manage customer expectations and to negotiate appropriate resolutions to issues
- Basic SQL proficiency
- Exposure to R and Python is an added advantage.