**Product Manager**

Our goal is to deliver innovative software that provides intuitive user experiences and enables our clients, upper-level marketing management professionals and industry leaders, to make better pricing and marketing decisions on a day-to-day basis. In this role you will use every bit of your experience and ability to successfully develop and deploy next-generation software solutions.

**What you'll be doing:**

- Define and communicate the product vision and strategy to internal and external stakeholders.
- Build features and platform enhancements from existing ideas and help innovate new ideas to support business growth.
- Prioritize release plans and backlog items based on an understanding of the market and competitive landscape.
- Represent the voice of the customer by creating designs and product specifications that bridge the gap between business requirements and development.
- Write detailed functional product requirements and uses cases to articulate desired product features and functionality based on business requirements, innovation/discovery process, customer research, market evidence and market impact.
- Build user-experience related deliverables such as product prototypes, wireframes, and design mockups.
- Create preliminary design concepts, and work with engineering to initiate and prioritize projects, assist in determining the best technical implementation, track product development, and develop product launch plans.
- Partner closely with the engineering team to help determine the best technical implementation methods as well as execution schedule.
- Facilitate communication and build consensus between variety of internal teams including: product, engineering, marketing, and executive teams.
- Identify opportunities, conduct market and competitive research, and create successful go-to-market and product strategies.

**Skills, Talents, Experience you'll need:**

- Excellent diagnostic skills to analyze and identify discrepancies, implement fixes and ensure quality of client deliverables.
- 2+ years Product Management experience, with proven track record of developing scalable analytical, consumer, and monetization products.
- Knowledge of enterprise software, RESTful web services, distributed computing, service-oriented applications, n-tier architectures, and domain driven design.
• Experience delivering successful SaaS products, familiarity with big-data concepts, cloud computing, and optimization techniques.

• Prior knowledge of advertising ecosystem, understanding of marketing metrics, and analytical products offered as a service.

• Advanced proficiency with software tools such as Excel to gather and assess data and PowerPoint to build presentations.

• Strong work ethic with the ability to adapt to the situation, be flexible and nimble in terms of work planning, and the ability to think quickly on your feet.

• Experience working with geographically dispersed and offshore teams.

• Agile development experience.

• AdTech, AdOps experience highly preferred

• Experience or education in math, statistics or optimization is helpful.

• MBA, PhD, MS, or BS in computer science or related technical field preferred.

About Us

MarketShare is an analytics company that enables businesses to grow more efficiently via cross-media attribution and marketing optimization through our platform of combined technology, data, modeling and business intelligence solutions. We have offices worldwide across Los Angeles, New York, San Francisco, London, Tokyo, and Bangalore.

MarketShare Culture -- What’s important to us... and ideally to you

• Comfort with ambiguity: We embrace the complexity of our clients’ environments and believe that there are seldom easy answers.

• Embracing the high-wire act: We’re inventing the space where marketing meets math. This is a new category, and we have to innovate as we go.

• Pragmatically curious: We have never met a problem that we didn’t want to solve. That said, we recognize trade-offs are required due to client priorities.

We are reshaping the way companies think about advertising and marketing their products and services and delivers unprecedented recommendations and checkpoints to help them achieve the best possible ROI via marketing. The mathematics and modeling behind our work are globally recognized and respected as industry-leading.

Our solutions help marketing executives answer complicated questions such as:

• What is the effectiveness of our marketing investments in generating sales, and where should our next dollar be spent?
• How do TV, radio and print media drive online behaviors and resulting sales, and how do we balance our online-offline mix?

• Within online channels, how can we continually optimize our digital marketing across publisher sites, keywords, etc.?

**Outside Recruiters:** Please do not contact MarketShare Employees with unsolicited resumes

[http://www.click2apply.net/bjcrkm9](http://www.click2apply.net/bjcrkm9)