



Company Overview:

Visible World is the industry leader in addressable and advanced TV advertising. Our suite of services enables advertisers, agencies, and media companies to deliver addressable, interactive, and measurable ads. We offer a web-based campaign management tool, the Conductor, which enables advertisers to directly automate data-driven TV ad targeting. The Visible World Conductor is a sophisticated solution that facilitates deeper segmentation of TV ads and using this technology, Visible World brings the targeting precision and intelligence of online advertising to TV.

Description:

Visible World is currently looking to recruit a visionary and go-getting **Product Manager** to join our Advertising Solutions Team.

The Product Manager will be responsible for the planning and execution of products throughout their life cycle. This role will be charged with planning the vision of the product concerned, gathering client and industry feedback and driving these requirements through development to marketplace success. The Product Managers will work very closely with engineering, marketing, support, sales and marketing department and ensure client satisfaction.

Reporting to the VP of Advertising Solutions, this position will be responsible for:

- Assist in the definition of strategy and roadmap of Visible World products.
- Ensure that Visible World products are in accordance with the company's strategy and goals.
- Co-ordinate the functions of different departments of the company to ensure that the product quality is being met.
- Work with external third parties regarding licensing opportunities and partnerships.
- Ensure effective internal communication within the Sales, Marketing, Client Support and Engineering teams and across the company.
- Participate in testing product releases and coordinate beta and pilot programs to support product development team.
- Responsible for representing the product to customers and at field events such as conferences, seminars, etc.
- Monitor and report potential collaborators and competitor activities and identifying business threats and opportunities
- Ensure client satisfaction with the end product.
- Work closely with our research and development and analytics lead to define additional product and reporting requirements

Skills and Specifications:

- Bachelor's Degree in Business Management or related field. Master's Degree a plus
- 3-5 years of experience as a Product Manager, preferably in the media or technology industry
- Excellent oral and written communication skills are a must have along with outstanding demonstration and presentation skills.
- Outstanding management and organizational skills are a must.
- Must be highly analytical with the ability to resolve complex issues.
- Must be detail oriented with a passion for to provide informative documentation
- Ability to influence cross-functional teams without being bestowed with formal authority.
- Ability to work as a team member.
- Ability to travel within product territory.
- Strong technical background is preferred. (knowledge of c#, ASP.Net, SDLC, Agile/Scrum)