



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 an at-scale platform that enables addressable advertising on TV inventory, down to the sub-DMA or household level. Visible World brings the targeting precision and intelligence of online advertising to TV.

Description:

Visible World is looking to recruit a go-getter **Product Manager** to join our Media Solutions Team. The Media Solutions business unit provides the Visible World addressable platform and tools for cable operators and networks to target ads on TV at the zone or household across linear and non-linear inventory.

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

Reporting to the SVP of Media Solutions, this position will be responsible for:

- Size the potential market for new Visible World products
- Work with Director of Product Management/Business Development in gathering requirements from marketplace
- Translate requirements into functional specifications for the Engineering organization
- Plan release cycles and prioritization of features
- Evaluate buy vs. build decisions regarding aspects of product development
- Ensure effective internal communication within the Sales, Marketing, Client Support and Engineering teams and across the company
- Ensure product roadmap is meeting critical milestones and budgetary goals
- 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
- 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
- Outstanding time-management and organizational skills
- Must be highly analytical with the ability to resolve complex issues
- Must have expertise delivering informative and detailed product documentation (MRDs, PRDs, etc)
- Ability to influence cross-functional teams without being bestowed with formal authority
- Ability to work as a team member
- Strong technical background is preferred. (knowledge of c#, ASP.Net, SDLC, etc.)
- Working knowledge of Agile/Scrum methodologies