

**Role: Product Manager**  
**Position (S): 1 No.**  
**Total Experience: 7 to 15 years**  
**Location: Bangalore**

**The Job:**

**Leading Adaptive Productizing Process:**

- 1. Choosing to Build:**
  - Customer Insights
  - Validation
  - Competitive Analysis
  - Win/Loss Analysis
  - Performance Analysis
- 2. Building Profitability:**
  - Target Market Sizing
  - Product Strategy
  - Buy, Build, Partner
  - Pricing and Packaging
  - Business Model and Plan
- 3. Building it right:**
  - Personas and Scenario
  - Requirement Management
  - User Experience Design
  - Portfolio Management
  - Product Roadmap
- 4. Marketing it Right:**
  - Product Positioning
  - Routes to Market
  - Marketing Plan
  - Launch Plan
  - Customer Acquisition
- 5. Selling Effectively:**
  - Collaterals and Sales Tools
  - Lead Generation and Presales
  - Channel and Sales Training
  - Evangelism and Thought Leadership
  - Customer Relationship Management

**Requirements:**

- Experience of Product Management in a B to B product environment
- Formal qualification will be an advantage.