

Role: Product Manager
Total Experience: 7 to 15 years

ILANTUS is the only Identity & Access Management (IAM) product company in Asia Pacific. IAM is one of the highest growth domains in IT world today. ILANTUS is entering into 2018 with the excitement of one product launch that has been very well received and another one to come in Jan-February. We need a product Manager that would like to create a history in B to B space for innovation and success taking product ownership for success.

The Job contains following areas:

1. Choosing to Build:

Market Analysis:

- **Customer Insights**
- **Validation**
- **Competitive Analysis**
- **Win/Loss Analysis**
- **Performance Analysis**

2. Building Profitability:

Strategic Planning:

- **Target Market Sizing**
- **Product Strategy**
- **Buy, Build, Partner**
- **Pricing and Packaging**
- **Business Model and Plan**

3. Building it right:

Product Planning:

- **Personas and Scenario**
- **Requirement Management**
- **User Experience Design**
- **Portfolio Management**
- **Product Roadmap**

4. Marketing it Right:

Go to Market:

- **Product Positioning**
- **Routes to Market**
- **Marketing Plan**
- **Launch Plan**
- **Customer Acquisition**

5. Selling Effectively:

Sales Enablement:

- **Collaterals and Sales Tools**
- **Lead Generation and Presales**
- **Channel and Sales Training**
- **Evangelism and Thought Leadership**
- **Customer Relationship Management**