

Product Manager, Marketing

About XSENSOR Technology Corporation

XSENSOR is the leader in Intelligent Dynamic Sensing. Creating excellent products and satisfied customers is our top priority. For over 20 years, we have delivered innovative products that use pressure imaging technology to improve the comfort, safety and performance of surfaces. Superior products ensure XSENSOR is continually identified as the leader in the markets we serve, including the human performance, automotive, health care, biomechanics and sleep industries. xsensor.com

Position Description

As a Product Manager at XSENSOR you will be responsible for both product planning and product marketing of our compelling products and features incorporating our industry leading Intelligent Dynamic Sensing technology. This includes managing products throughout the product lifecycle. including gathering and prioritizing customer requirements and defining the product vision. You will work with the development, marketing and sales teams to establish a roadmap that aligns with customer needs and drives our product vision, ensuring our revenue and customer satisfaction goals are met.

Responsibilities

The product manager is responsible to:

- Manage product's entire lifecycle from strategy through design, development, launch, and support
- Define the product strategy and roadmap
- Develop expert knowledge of XSENSOR's markets and competitive solutions
- Collect customer and technical requirements for current and future product development
- Capture the voice of the customer in all phases of product development
- Deliver MRDs and PRDs with prioritized features and corresponding justification for software, hardware and sensors.
- Create detailed user stories with thorough acceptance criteria
- Establish metrics and goals to measure the success of the product
- Collaborate with teams throughout the organization to ensure your products' success
- Support the development team while guiding requirements through development
- Manage system and software test plans and documentation results
- Guide project/product trade-offs involving features, schedule and resources
- Set pricing to meet revenue and profitability goals
- Initiate and manage relationships with product validation partners and third parties
- Work with sales and customers to manage and document pilot trials of new products
- Coordinate development of initial product positioning, messaging, collateral, user guides
- Act as leader within company and to customers

XSENSOR[®] Technology Corporation

The Leader in Intelligent Dynamic Sensing

Requirements

- 5 years' experience as a Product Manager or Product Marketing Manager
- Demonstrated success defining and launching market-leading products
- Excellent written, verbal and presentation skills
- Bachelors technical degree in engineering or computer science
- Technical background with experience in sensors, healthcare, mobile devices and SaaS
- Proven ability to influence teams across the organization

XSENSOR offers a challenging work environment, competitive salaries as well as a complete range of benefits. If you are interested in becoming part of a successful company, learning about unique products and being part of a dynamic team, send your resume to: hr@xsensor.com