



Position – Director, Product Development

InnerView has an immediate opportunity for an experienced professional. The position will serve as the product lead for the development strategy of InnerView's proprietary research tool.

We are looking for people, not resumes...a personality, more than just a set of skills.

A Curious Soul – You naturally look at a situation and want to know more. What is the process behind something? What makes a person tick? You find yourself wondering about things frequently and are eager to dig in and learn more.

A Chameleon – You are a “Swiss Army Knife” who thrives on adapting to a variety of situations and changing environments. Flexibility is one of your strongest qualities.

A Relatable Communicator – Confident enough to present to a C-level executive, but humble enough to listen to and learn from any person within an organization. Empathy and building relationships come naturally.

An Observer – You listen to what people are telling you and can recognize key pieces of information and what to do with it.

An Inclusive Perspective – Through your experience, you bring inform a point of view, but you are wise enough to seek input from others with diverse perspectives to shape your position.

An Optimist – A positive disposition that is infectious and inspiring to those around you.

A Path Finder – Real change comes by thinking about things differently. You recognize when to challenge the current approach and have the guts to tell your partners (internally and externally) why a different path is worth considering.

Role Description

InnerView needs a strategic product management expert to help us develop the next generation of our core product – the Brand Transfer Study. This solution is a tool for marketers to collect and analyze feedback from their customer-facing teams to build better alignment and improve execution (sales, customer experience, etc.). It is a unique product in the marketplace, and we need someone with vision and ambition to build on the success we have had to date. The person entering this role will not be starting from scratch.

We are not building a technology product, but the right candidate will understand technology and have experience building or combining technology solutions together in a scalable way. This starts with building a longer-term roadmap for the product and determining which platforms (current or new) are needed to achieve that vision.

Experience collecting, organizing, and analyzing data sets is a must. While technology is the means through which we gather data, the insights we uncover are the core of the product's value. We need to identify trends and patterns in our data that will help clients make better decisions, and our product manager will build upon our existing processes and platforms to make the data actionable for clients.

Responsibilities and expectations include:

Product Strategy

- Develop product roadmap to align with business objectives and client needs
- Oversee enhancements and manage release schedules for product updates and improvements
- Oversee development of offer portfolio that aligns with market needs (pricing, packaging, features/functionality included at various levels)
- Verify and monitor each technology involved in the process to ensure that systems are:
 - Appropriate for business use
 - Working together effectively to deliver intended output

Data Analysis & Insights

- Responsible for data governance - ensure proper data handling, standardization, warehousing, etc. - to allow for cross-study analysis and benchmarking over time
- Establish rigor around data analysis and output for each study (standardize processes).
- Implement scientifically proven methods to ensure insights are relevant and defensible.
- Constantly review existing data to mine for new trends and insights
 - Identify opportunities for development of new data visualizations
 - Identify opportunities to introduce new proprietary data "indicators" (i.e., brand ambassador index, alignment measurements, etc.)
 - Benchmarks
 - Longitudinal tracking
- Partner with marketing to use data/insights for thought leadership content

Product Operations

- Review and standardize all processes related to execution of data collection – study build, study deployment, analysis of collected data, client readout (visualizations, insights), re-measure
- Collaborate with client delivery team for continual updates to process and deliverables
 - Refine delivery processes to reduce friction for clients
 - Maintain consistency in product delivery (data insights/visualizations)
 - Identify opportunities/needs to improve the data collection methodology to improve that product
- Collaborate in development of appropriate product "demonstration"
- Build a stable of partners and vendors to bring in expertise when needed

Qualifications

- 10+ years in a product strategy or operational role
- Experience working for a marketing technology tools/platforms
- Experience with B2C or B2B2C clients
- Experience with well-known data collection and visualization tools
 - Decipher (or other similar survey response tools)
 - Tableau (or other visualization tools)
- Bachelor's Degree/Masters preferred
- Experience working with complex data models (preferably involving survey data)

Interested candidates should contact:

info@innerviewgroup.com

About InnerView Group

InnerView is a marketing consulting firm that helps companies align their marketing strategies with their customer-facing employees and channel partners. We ensure that the people who represent a brand have a sense of belief, confidence, and pride in the marketing messages. InnerView gives these internal audiences the tools and strategies to tell their company story confidently and consistently. The result is a better return on marketing investments through improved conversion, better customer satisfaction and accelerated revenue. For more visit

www.innerviewgroup.com