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# Example of AD, Product Management Job Description

Our company is growing rapidly and is looking for an AD, product management. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for AD, product management

* Direct engineering investment judiciously, actively manage trade-offs and be a key part of your products’ agile team including user experience design
* Speak to customers regularly to get feedback and creatively get competitive insights
* Encourage, coach and mentor the people you work with
* Work with cross-functional teams -- engineering, data science, business development, and account management to formulate business requirements, develop technical designs, and bring new products to market
* Develop product roadmap to exponentially grow monetization through prioritizing coverage of ad formats, media types, channels, and tactics – Digital Ads, Digital Coupons and Promotions
* Unlock new Ad/Digital Coupon & Promotions innovation and monetization potential
* Work with Marketing and business to successfully launch new products and features
* Negotiate with Development Manager, Data Science, and Enterprise Architects on features and functionalities to be included in each release
* Develop detailed functional requirements from business requirement
* Manage and mitigate functional risks to the project

## Qualifications for AD, product management

* 7+ years of Product Management experience in web applications
* Experience with ad tech/ RTB, PMP, mobile, video and related programmatic technologies
* Enjoys the wide variety of tasks involved in a product management role
* Shown ability to articulate business opportunities and customer needs into product vision, requirements and ultimately user stories
* Collaborate with marketing to prepare product documentation, release notes, and training materials
* Troubleshoot and perform deep data analysis on issues