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# Example of Dir, Product Management Job Description

Our growing company is hiring for a dir, 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 dir, product management

* Manage and implement new lines of business developing the business case and justification
* Develop the two-year product roadmap
* Determine gaps in products and services and assess profitability
* Recommend distribution channel mix working with business unit leaders ensuring proper alignment
* Own the customer experience, including onboarding process and customer touchpoint strategy
* Develop cross sell/upsell strategy for existing customers
* Develop churn propensity model and develop strategies to retain
* Create Lifetime Value (LTV) model for defined groups of customers
* Scope and track respective ROI of initiatives
* Create value propositions, positioning and target segments for channel use

## Qualifications for dir, product management

* Minimum 10 years experience in P&C Insurance Industry
* Proven ability to identify and deliver innovative solutions
* You’re passionate about using mobile to reach customers in new and novel ways, and you have the ability to inspire that passion in others
* You’re curious and have a “maker” mentality where you like to build things that customers love to use
* BS Required (Computer Science highly desired) or equivalent work experience - MBA preferred
* Familiarity with Salesforce, Marketo, Adobe, Oracle, or other CRM and marketing automation / analytics platforms