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# Example of Equity Product Manager Job Description

Our company is growing rapidly and is hiring for an equity product manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for equity product manager

* Track, analyze and evaluate products and programs, assessing effectiveness and profitability
* Build business cases for new products and marketing programs
* Interact with other departments as necessary to develop, implement and coordinate product functions corporate wide
* Perform product and consumer analyses
* Communicate with senior management and the field when directed
* Works hand on hand with Project management to drive system changes needed on Home Equity
* Helps on competitor monitoring to assess competitive advantages and opportunity areas
* Tracks and analyzes marketing campaigns, including prequalified initiatives for customers and prospect leads
* Works with Equity Lending Operations, and Underwriting team leads, in operational needs
* Communicate Product changes and updates to Retail Network

## Qualifications for equity product manager

* Bachelor’s degree in a relevant field of study, or equivalent of education experience
* Detailed understanding of the Investran product highly preferred
* Detailed understanding of the private equity market, accounting and / or financial industry understanding of the private equity reporting process
* Experience in the diverse asset types used on the Investran platform including partnership accounting for private equity fund structures
* Experience working with workflow or business process management technologies
* Proven track record and experience in product management, software design and development