



Example of Senior Business Program Manager Job Description

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Our growing company is looking for a senior business program manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for senior business program manager

- Facilitate forecasting and quota processes for GS3 EMEA SMB
- Help set, maintain and evolve the Business Analytics roadmap
- Partner with development teams in creating scalable data solutions
- Develop and strengthen forecasting models for sales, marketing and business performance
- Participate in efforts to define Customer Lifetime Value, Cost-to-Serve, and RPM metrics
- Develop strong collaborative working relationships with Finance, CRM, Sales, Product, Service and Marketing teams to ensure strong delivery of high quality KPIs, metrics, scorecards, business, sales and marketing analytics
- Communicate overall results of business analyses to multiple levels of leadership across all mediums (written, oral, presentations)
- Increase automation and scale of analytic resources over time
- Develop competitive performance/benchmarking structures and conduct comparative analyses
- Develop vision and roadmaps - Drive consensus across the team members to define clear and concise focus areas by identifying the desired business outcomes, priorities to improve and defining measurements to achieve this goal

Qualifications for senior business program manager

- Ability to deliver analytic rigor relative to the realities of the data

- BA/BS in a quantitative field such as, finance, mathematics, economics, operations, research or business is required
- Excellent experience in business analysis or analytics role, preferably in an online advertising or technology environment
- Extensive experience in Database Architecture design