

# PRODUCT MANAGER



You are an expert in your field. You are the go-to source for information on your product portfolio, who thrives on challenges and looks for opportunities. You are responsible for determining the strategic plan for the products within your portfolio. You'll work closely with the Marketing and Sales teams, Operations, Finance, Leadership and our Chair community to drive projects and initiatives to increase revenues, awareness, and overall market penetration.

## RESPONSIBILITIES

### Strategy & Planning

- Thoroughly understand the product offering, including how it is delivered in the field, its key components, advantages, functionality, pricing, and structure
- Develop and maintain an up to date Product Analysis and review that includes all facets of your portfolio from pricing to distribution, and market analysis to environmental influences
- Develop the annual strategic plan to drive demand for the products/services in your portfolio
- Understand, modify and develop a comprehensive distribution plan for your products/services
- Determine the pricing strategy for your products/services
- Contribute to the overall strategy and marketing plans for other product portfolios
- Make strategic product decisions and be the primary subject matter expert for the rest of the organization on your portfolio
- Ensure your product portfolio is aligned to overall corporate margin requirements, and that costs and revenues are maintained to achieve those margins

### Product Support

- Manage and oversee the execution of all portfolio program elements
- Collaborate with other departments and key stakeholders to ensure all requirements to hit targets are communicated and aligned within the overall corporate plan, including roles and responsibilities
- Communicate the value proposition of the products in your portfolio to the organization
- Lead key initiatives to sustain the profitable growth of your product portfolio

### Market Intelligence

- Be the expert on your portfolio – have a full understanding of the audience, current landscape, buyer's journey, sales process and delivery of the lanes of business within your portfolio
- Lead research and analysis of competition and environmental factors to advance the products/services in your portfolio
- Responsible for the ongoing market research & development of your product portfolio

### Analysis and Reporting

- Analyze and report on key metrics
- Determine and identify any potential risks and new opportunities
- Based on reports, communicate with the Marketing and Sales team to adjust or change your plan to ensure your portfolio stays relevant and competitive

### Other

- Interdepartmental project support
- Provide regular updates to the Senior Leadership Team of TEC as required

## QUALIFICATIONS

- Bachelor's degree in business or marketing
- 5+ years of product management experience with 2 years' experience in a field facing role preferred.
- Proven experience analyzing markets and developing marketing plans
- Strong written and verbal communication skills
- Strong project management experience with ability to manage multiple competing priorities
- Exceptional attention to detail
- Ability to work independently in a fast-paced, rapidly changing environment
- Highly motivated, reliable and goal oriented
- Excellent interpersonal skills with a high level of polish and professionalism
- Ability to work collegially and collaboratively with team members and senior leaders
- Willingness and ability to travel

## COMPANY OVERVIEW

TEC Canada is a member-based peer advisory community of over 1200 chief executives, entrepreneurs and business owners from across Canada. We have a 30-year track record of helping leaders achieve personal transformation, leadership excellence and enterprise success through the power of confidential group meetings, one-to-one executive coaching, business thought leadership and a global network of over 20,000 business leaders. Every member participates in a confidential group, meeting regularly to interact with business experts and draw on the first-hand experience of their peers, exchanging direct, honest feedback to hold one another accountable and advocate success.

TEC Canada's corporate office is located at the west end of Calgary's downtown core. Our office is beautifully appointed (including a sunny deck, BBQ and shower/locker room) and offers great proximity to the Bow River pathway system, the LRT, and Kensington.

To apply for this position, please send your cover letter and resume to [careers@tec-canada.com](mailto:careers@tec-canada.com). Please include "Product Manager" in the subject line.