**Product Manager/Digital Ad Measurement and Viewability, Job 458**

The product manager will be a subject matter expert for our industry leading digital ad measurement products and will work as a part of a cross-functional team to deliver products and features within our client company’s portfolio. The product manager will analyze and understand the digital ad ecosystem, and provide guidance to the organization on important areas of opportunity. Other duties will include competitive analyses, gathering market requirements, and roadmap planning. The product manager will collaborate with engineering and data science teams to execute against a planned roadmap, assist with product marketing, and provide pre-sales support and post-sales training.

Responsibilities:

* Coordinate with participants in the digital ad ecosystem to develop strategy for company’s digital ad measurement offerings.
* Managing market research and opportunity assessment on new ideas and concepts.
* Establish and communicate a prioritized roadmap for internal and external stakeholders.
* Work as a part of a highly collaborative cross-functional team to oversee the planning, development and design of strategy from product initiation decision through the end of the product life cycle.
* Build relationships with customers and non-customers to garner feedback for the development of product offerings.
* Communicate the value of potential business opportunities to multiple internal stakeholders including: engineering, client services, operations, sales, marketing, and executives.
* Work with Product Marketing on the execution of advertising, promotional, and sales programs to help evangelize the product’s new and existing features.
* Be the visible advocate for your products internally and externally.

Requirements:

* 5+ years in a direct product management role with 3+ years direct experience with digital advertising.
* Strong experience working with digital ad measurement technologies.
* Knowledge of JavaScript, Flash, and other front-end technologies.
* Knowledge of SQL and database technologies a strong plus.
* Passionate about having a strong impact and contribution.
* Works well within an Agile product development environment with an emphasis on continuous improvement.
* Outstanding technical, analytical, and problem-solving abilities, along with an ability to collaborate cross functionally.
* Intellectual curiosity, passion for learning new technology, able to identify market trends.
* Expertise, both technical and marketplace, with online media buying and selling, advertising technology, solutions, and ad network business models with digital advertising.
* Experience with mobile ads a plus.
* Strong technical and operational background.
* Familiar with UX design process, and prototyping tools.