



Product Manager

Location: Kitchener, Ontario

Job Description - Full time, permanent

Experience: 5 years product management experience

The ideal Product Manager is someone who loves a challenge and is a quick learner with a creative and analytical mindset. You love defining requirements for the roadmap that are innovative and provide meaningful benefits.

You are as comfortable discussing technical specifications as business case details. You have proven you can manage the tactical details involved with delivering a compelling product to the market on time and at the right price point.

You have great communication skills. You want to be a part of a growing team making a difference and are excited about working in the Insurtech space.

About us:

ProNavigator is a venture-backed insurance technology company. Our team is made up of insurance industry veterans, technology experts, and data scientists who've come together to build solutions specifically for the insurance industry.

ProNavigator's platform incorporates natural language processing and machine learning to improve access to information and automate workflows for customers, distribution partners and employees. This is a great opportunity to join a tight-knit, fast growing team.

Our team is expanding, and we are looking for a Product Manager to shape how we maximize the value we provide to our current and future customers through our products and technology. You are able to create and execute on "go-to-market" plans and ensure the benefits and value propositions are understood by our target market.

Our ideal candidate has a strong technical background and at least 5 years of product management experience defining and bringing software products to market. Experience working at a start-up and/or identifying new markets would be beneficial.

Key Responsibilities:

Product Management

- Drive the product roadmap and product definitions working with the CEO and leadership team
- Work with management to create clarity around prioritization and impact on business performance
- Perform competitive & market research to support product definition, target customer identification and pricing scenarios
- Assesses market competition by comparing the company's product to competitors' products.

- Gain a deep understanding of customer experience, identify and fill product gaps and generate new ideas that grow market share, improve customer experience and drive growth
- Work directly with software teams and create Epics / User Stories in JIRA
- Serve as the voice of the customer with engineering teams, representing the customer's perspective in the product

Product Marketing

- Develop personas and execute best-in-class go-to-market plans
- Clearly articulate the technical capabilities into benefits and value propositions
- Work with marketing & sales to develop marketing and sales tools to communicate to specific customer segments
- Define and implement reference customer programs

Required Skills and Qualifications:

- 5 years of experience in a Technical Product Management role.
- Experience in tech/AI industry preferred
- Start-up experience and is used to wearing multiple hats to get a new product to market
- Strong communication skills (spoken and written) and appreciates the subtleties of working with external customers and partners as well as various internal stakeholders
- Proven ability to manage several tasks simultaneously and find creative ways to solve the challenges that inevitably arise with new products
- Experience in business cases, competitive intelligence and pricing analysis
- Data-driven and comfortable with analytics tools such as Google Analytics, MixPanel or Amplitude

To apply

Send a resume with a cover letter outlining your strong points to admin@pronavigator.ai.