

Digital Innovation Product Manager

Job Type: Full Time

Location: Midtown Atlanta

Company Overview

First Performance develops the next generation of financial card controls and digital engagement, using the latest technologies: AI/machine learning, geolocation, chatbots, and more. Our API platform enables financial institutions to empower their cardholders to use, manage, and control their finances digitally in real time. We're a global company headquartered in Midtown Atlanta's hub of technology and innovation.

Everyone at First Performance brings purpose and passion to work every day. Our teams are small, dedicated and collaborative. Individuals are given ownership and accountability for their work. Our company is not just about technology, it's about people. We help employees to build great careers and live great lives. Our goals are about achieving success for our customers and for our company. If you love to invent, have an entrepreneurial spirit, and strive for operational excellence, we want you on our team!

Position Description

The Digital Innovation Product Manager has two primary objectives; one, to ensure that current products meet customer challenges and that we are able to enhance those products to keep them relevant in the marketplace; and two, assist with future product innovation to meet the revenue needs of the organization as well as satisfy our on-going customer requirements. This position requires extensive cross-functional interactions, including influencing and building partnerships with senior leadership, marketing, engineering, operations, sales, and customers. This role is responsible for maintaining a complete product pipeline to include new and enhanced products. This position has direct responsibility for product portfolio strategy, cross-functional prioritization, and product value.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Product Management

- Work with Sales and Customer Support to capture user experiences with our current product offerings
- Closely work with Marketing to identify product development opportunities through research, analysis and collaboration that results in enhanced products, product line extensions or new product development
- Define the product and customer experience with executable business requirements and user stories, while managing scope of each release cycle
- Develop innovative products and services that leverage assets in our ecosystem based on deep customer insights and a strong understanding of the future of global financial payment card markets
- Document product proposals which include the opportunity available, resources necessary, including costs, time to develop, and proposed ROI
- Optimize product pipeline, strategy, and time to market
- Collaborate cross-functionally and with key partners to enhance/develop products that support strategic relationships and/or positioning within the market
- Work with VP of Finance and CTO to prioritize projects and product timelines
- Document and create product dashboards for all projects and enhancement requests
- Perpetual training, coaching and mentoring of internal sales teams and that of VARs, and partners

Product Strategy

- Work with Leadership to suggest and assist with product innovation strategy in alignment with business goals, desired customer experience, customer feedback, and overall market opportunities to ensure industry leadership and customer satisfaction
- Work closely with customers and partners to determine additional business segments and integration opportunities to create future revenue streams

Scope/Impact

- Set strategic direction for short- and long-term product pipeline to include new and enhanced products
- Data driven approach to develop product management strategies in line with corporate goals, designed to grow sustainable revenue, market share, margin and profit and drive all elements of the business plan
- Work with Marketing to develop, evolve, and refine product positioning
- Build strategies based upon thoughtful consumer insights, thorough competitive and market analysis and a deep understanding of emerging global and cultural trends

Discovery/Ideation

- Define the strategic platforms for new products and build a robust list of ideas, such as product enhancements, to mine when appropriate to achieve revenue, market and product portfolio objectives
- In partnership with the CTO, build new product pipeline against strategic platform to deliver 5-year plan

Analysis/Planning

- Lead analysis and identify, source, test, and build consumer use case and bank/partner business case
- Plan appropriately through each stage of the innovation pipeline to ensure adequate depth/resources to meet business objectives
- Create and oversee new product launches and incubation processes, including managing a portfolio of product tests and launches balanced to meet company needs on existing brands, leading and working in close collaboration with other functions
- Inspire and engage others to embrace change in order to build upon the strengths of First Performance Innovations by initiating changes that could go beyond current platform and processes
- Communicate and influence senior management regarding product pipelines and readiness for products to shift into steady state business

Qualifications

- Degree in engineering, marketing, business or related field
- 6+ years of experience in product and innovation management
- High comfort with working in a fast-paced environment
- Strong understanding of customer and market dynamics (financial, card and payments industry, a plus)
- Results oriented with proven ability to develop and execute strategic programs and supporting tactics
- Analytical experience using data and metrics to back up assumptions, assertions, and business cases
- Superior project management skills, ability to multi-task and work on tight timelines

Benefits

First Performance provides a full range of benefits for our global employees and their eligible family members.

- Healthcare
- 401K
- Paid Time Off
- Work from Home Options