

Senior Product Manager - Global Digital Innovation

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. We provide the “Apple-Challenger Bank” experience as a turnkey API solution to leading processors and banks globally to empower their cardholders to use, manage, and control their finances digitally.

First Performance is a global company headquartered in Midtown Atlanta’s hub of technology and innovation and has offices also in Santiago, Chile and Sao Paulo, Brazil. We are backed by some of the largest and most respected financial and corporate investors including MasterCard, Fiserv/First Data, Synchrony Financial, Regions Bank, RRE Ventures, and Thandorf.

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 combines your technical knowledge with research, communication, organization skills, and curiosity to reimagine the way people interact with our technology. Your favorite question will be “Why?” You will be the thought leader and driving force in getting customers to use and engage with our innovative digital products. You’ll often be asked to conduct competitive analysis to keep an eye on what our competitors are doing in addition to seeing where we stack up.

You will translate our technical capabilities into benefits and value propositions that will establish our feature prioritization. We expect you to be strategic, organized, analytical, and collaborative when working closely with management to successfully define a customer engagement roadmap and innovative experiences.

Essential Duties and Responsibilities

- Establish, maintain, and execute effective product positioning and channel marketing strategy to drive app / product usage
- Develop go-to market strategy and launches for new products by facilitating product release with engineering, sales, marketing, etc., educating internal and external stakeholders and developing/delivering product presentations
- Write specifications for the engineering team, test new products and features, manage beta programs, develop product marketing materials and technical documentation, support existing products
- Provide thought leadership and value-driven digital marketing strategies for our digital/mobile offerings
- Work closely with cross-functional teams to offer input on product vision and strategy for existing products built on the platform as well as new products and other product segments
- Measure and ensure that revenue and customer satisfaction goals are met by working closely with all areas of the company, including the engineering, quality assurance, customer support, sales, and marketing teams

- Monitor and research market and competitive intelligence for measuring the impact of digital programs
- Conduct market research by gathering feedback from customers and analyzing product landscape
- Monitor and manage our customers mobile app feedback, competitive mobile analysis, third party digital scorecards and report key insights and improvements
- Recommend and champion improvements to existing product lines with collaboration from internal and external stakeholders

Qualifications

- Degree in engineering, marketing, business or related field
- Business fluency in Spanish. Portuguese is a plus.
- 5+ years of Product Management and/or Software Development Management experience
- 3+ years in digital industry experience for consumers and/or product management or software development
- Passionate about mobile and business transformation through mobile technology
- Excellent written and verbal communication skills for technical, user experience, and project management trade-offs; enthusiastic storyteller with the ability to translate between Technology and Business teams
- Strong understanding of customer and market dynamics (financial, card, and payments industry are a plus)
- Ability to identify market trends and shifts that will affect product direction, and updating plans based on future expectations
- Ability to act as customer advocate in dynamic group environment while considering team's overall goals
- Strong track record of synthesizing data, identifying trends, and extracting key findings to develop actionable insights
- Inquisitive, able to ask appropriate questions to break down complex problems and understand root causes
- Superior project management skills, ability to multi-task, work on tight timelines and dedicated to process improvements

Benefits

- First Performance provides a full range of benefits for our global employees and their eligible family members.
- Healthcare
- 401K
- Unlimited vacation
- Work from Home Options
- Equity participation in the company

Contact Information

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