

# Manager, Product Management REQ# 300763

**Location: Sterling, Va.**

NeuStar's talented and diverse workforce combines deep subject matter expertise, broad industry knowledge and boundless ingenuity. Our employees are the reason why our company is quietly revolutionizing the way the world communicates. We believe in rewarding individuals for a job well done. This is one of the ways we attract and retain the most talented individuals. We offer our employees a highly competitive compensation package, and a very attractive benefits plan.

## **Job Purpose:**

The Manager, Product Management for Wireless Products will Own and drive product development cycle for specific domestic and global wireless products and services.

## **Key Tasks:**

Under the direction of the Director and/or VP of Mobile Products and Services:

- Own and drive product development cycle for specific domestic and global wireless products and services. Most all of these are new initiatives.
- End to end management of campaign mgmt solution already installed in carrier environment.
- Contribute to overall product, technology platform, and vision and market position for mobile/wireless products and services for the Mobile Group at NeuStar.
- Help support corresponding revenues and contribution margin for those services.
- Act as driver and facilitator to generate new product and service offerings (the product concept). Perform market analysis process for new wireless products/services to determine customer needs, industry direction, competitive product and market positioning and overall product strategy – including documentation of market assessment, competitive threats/intelligence, issues and opportunities with mobile operators, aggregators and application providers domestically and globally, where appropriate.
- Generate Marketing Requirements Documents and Product Requirements Documents. Help manage the product development cycle including requirements, documentation, system integration, testing compliance, product launch and implementation; Author and obtain approval for the product concept, business case, and MRD documents that drive the Product Development process. Work with technical/engineering experts in order to assist in the creation and completion of the PRD, and obtain document approval/sign-off.
- Work with finance and legal team to draft and refine general product line agreement/contract template(s) as well as for individual customer specific agreements/contracts.
- Work with engineering, 3rd-party vendors, associations, carriers and customer care teams to define Release Plans and assess build versus buy opportunities.

- Work with Finance to develop business plan including refining business model, identifying strategic requirements, potential market share, pricing, revenue forecasts, costs, addressable customers/revenue etc. Evaluate product profitability by determining industry pricing for the product offering, and competitive analysis to show the differences in pricing when that information can be obtained.
- Work with mobile group team mgmt to assess and define roles and responsibilities of all ecosystem players, distribution channel alternatives and provide input into the assessment and development of go-to-market strategies that diversify/grow and/or simplify sales and ultimately provide a superior customer experience.
- Act as subject matter expert (SME), becoming an expert on the product offering. Understand the wireless industry as related to the assigned product/service line, understand the use of the product family and services within the ecosystem. Monitor and stay currently updated on competitive information and developments for product line and related ecosystem/market trends.
- Develop and maintain product descriptions and sales collateral content, value propositions, customer presentations, product packaging, etc.
- Manage product delivery:
  - Act as primary interface with internal teams, 3rd party vendors and other ecosystem players to manage release plans, product launches, customer launches, etc.
  - Work with internal teams to successfully deliver supporting content of full product line including customer tools, customer support, training, documentation, etc.
- Manage product evolution and customer segmentation strategies
  - Evaluate and manage product enhancements, and customer change requests against strategic product direction and target markets
  - Utilize information gathered from customer meetings as ideas/concepts for future product enhancements, new products, new use cases and/or further value propositions.
- Manage product delivery programs to ensure Sales, Product Development, Operations and Service Delivery all play their part in the successful launch of a product or service.
- Drive product evolution and develop customer segmentation strategies -- evaluating product enhancements and customer change requests against strategic product direction and target markets.
- Develop and maintain product descriptions and sales collateral content; create and maintain white papers, case studies, value propositions, customer presentations; assist with programs and product packaging/service bundling to enhance/maintain revenue.
- Attend industry trade shows and Product conference calls with CSC members.

**Technical Skills:**

- Strong understanding of product management and ability to communicate effectively about key technology issues involving both the Internet and Mobile devices.
- Demonstrated ability to inspire team support and lead others in technical environment – working directly as interface between marketing, engineering and operations.
- Entrepreneurial personality and exceptional communication and organizational skills.
- Strong experience in customer facing roles, including requirements capture, product assessment and planning, and ongoing customer feedback.
- Strong PC skills (Outlook, Word, Excel, PowerPoint, Access).
- Web-based, authorized access, Campaign Management and Registry service management.

**Education/Requirements:**

- Four year college degree required: in marketing and/or engineering. Graduate degree preferred.
- 5 years wireless telecommunications experience required – including 3-5 years in product development or management.
- Understanding of Mobile operations via business analysis or process improvement experience is highly desired.
- Experience in working with or for domestic mobile operators and global mobile operators and aggregators.
- 7+ years experience in software product management and/or marketing preferred.

NeuStar offers highly competitive wages and full benefits to all employees including, a matched 401(k), paid time off, full medical, vision and dental, tuition reimbursement, for details visit our website, [www.neustar.biz](http://www.neustar.biz).

Please e-mail your resume to [recruitingone@neustar.biz](mailto:recruitingone@neustar.biz) and reference Manager, Product Management REQ#300763

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