

## Digital Product Lead

### Who We Are

We at the Advantage Group (<http://advantagegroup.com/>) are global experts in business relationship measurement, benchmarking, and trend tracking + monitoring. We are a trusted advisor to our clients, providing powerful insights that help them improve their business relationships and achieve commercial success. Our clients are the leading fast-moving consumer goods companies around the world and the retail organizations that they supply.

### Who We Need

It's an exciting time at the Advantage Group. We are celebrating our 30<sup>th</sup> birthday, are operating in 40+ markets across the world, and have just created a dedicated innovation department to drive product enhancement, expansion, and diversification. We have ambitious goals and are looking for high calibre leaders to help drive our innovation agenda. This role's primary responsibility will be to lead the continued development, expansion, and commercialization of our latest product, a B2B real-time feedback platform, whilst providing product leadership on new innovation projects and opportunities.

### Your Day-to-Day

- Overall responsibility for leading the development and commercialization of our B2B feedback platform
- Product owner for software development teams, providing product roadmap, prioritization and leadership
- Effectively partner with our network of Country Managers to create understanding of product and support introduction to market
- Manage onboarding and launch process for new clients and markets
- Develop and implement plan to migrate to scalable operating model
- Continue to grow, scale, and commercialize the product in-line with agreed upon targets
- Partner with sales and marketing functions to ensure effective product positioning and drive growth / adoption
- Obtain user feedback from clients and integrate in to product roadmap
- Provide product demos to senior level clients across the world within the consumer packaged goods industry and advise on how product can meet specific business needs

## Required Experience and Skills

- Demonstrated experience leading end-to-end product development process
- Solid understanding of product management best practices and approaches
- Adept at creating and leading conversations / presentations with senior level clients (VP, SVP, C-suite)
- Comfortable leading strategic dialogues with senior leaders (internal) across the business (marketing, sales, commercial development, operations)
- Demonstrated experience successfully developing, launching, and scaling digital product(s)
- Comfortable leading and facilitating whiteboarding sessions with both customers and internal teams
- Comfortable leading all phases of the product development process (definition, ideation, prototyping, testing, etc.)
- Very strong project management capabilities and delivery mindset
- Building business cases for enhancements / new product development and mobilizing innovation
- Experienced in software development and agile development methodologies

## Why Should You Work for Us?

The Advantage Group offers an excellent work-life balance, including the following:

- Central downtown location near King subway station
- Friendly and open culture: social events, comfortable and flexible work environment
- Intelligent and passionate team members
- Unique business problems, a new challenge around every corner

We welcome you to apply and join us on our innovation adventure.

**To apply, send your cover letter and CV to our Human Resources Team at [resume@advantagegroup.com](mailto:resume@advantagegroup.com)**

We thank all applicants, but only those with relevant qualifications will be contacted.