

# CAREER OPPORTUNITY

## DIRECTOR, PRODUCT MANAGEMENT

**Office Location | Cambridge, MA**

Reputation Institute's RepTrak® methodology is the gold standard in the science of reputation. Reputation Institute helps global companies unlock the power of their reputations for competitive advantage. Reputation Institute has conducted research over the last 15 years on 7,000 companies across 40 countries developing the largest global normative database in the world on reputation management, KPI's, benchmarks, metrics and best practices.

Reputation Institute's research is considered the global authoritative source for Corporate Reputation Management and Stakeholder Measurement by the world's leading companies and media. Our research is routinely featured in nearly every relevant trade publication, including The Economist, Forbes, Fortune, Time, Bloomberg, Information Week, Industry Week, Business Week, The Financial Times, Washington Post, NY Times and the Wall Street Journal. Our analysts frequently appear on media outlets such as NPR, CNBC, FOX Business News, BBC, Sky News, CNN and a multitude of industry webcasts.

### DIRECTOR, PRODUCT MANAGEMENT

The Director, Product Management is a highly collaborative research product management and leadership position with responsibility for all of RI's Global RepTrak® and National Tracker continuous measurement quantitative research projects. In addition to this, the individual will be responsible to ensure that that the company's overall strategy and goals are supported by those of the product. This role will report to the Chief Product Officer.

#### ***Specifically, this role is responsible for:***

- Reputation Institute's planning and execution throughout the lifecycle of the product.
- Gathering and prioritizing requirements for the product, defining the vision for the product, and collaborating with other stakeholders from the engineering, data science team, marketing, sales, and research teams across the globe to ensure that the product roadmap milestones are met.
- *Researching RepTrak® Methodology* – Working with consultants and clients to identify research needs, recommend methodologies, and design quantitative studies; provide guidance to account teams on best practices for survey and sample design; manage study implementation to ensure quality and accuracy of research.

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- *Annual Global RepTrak® Measurement* – Coordinating with local market teams across 20+ countries and RI's data collection partner to manage annual quantitative research on over 2,500 companies.
- *National Tracker RepTrak® Client Management* – Leading the day to day management of RI's continuous measurement program in over 20 countries. Coordinating with RI's data collection partner to manage client continuous quantitative research projects, including standard questionnaire and sample design, company familiarity, language translations, survey programming, data collection, analysis and reporting.

## PROFESSIONAL QUALIFICATIONS

*A successful candidate must have 10+ years of experience* in performing functions of Product Management. The candidate should have a proven track record in product planning, defining and launching successful products and working with cross functional teams.

***The ideal candidate should also possess 3+ years' experience with the following:***

- Exceptional data project management organizational skills in a measurement based market research business.
- Experience working with data capture providers including Toluna, SSI, Research Now and others in managing complex survey research projects.
- A deep understanding of data management and classification systems.
- Strong organizational skills and keen attention to detail are required.
- Coursework in Market Research, Marketing, Statistics or similar and familiarity with SPSS, Stata, and Excel strongly desired.
- Experience with big data, business intelligence tool, UI/UX, and digital/social media is preferred.
- Ability to work in the United States and commute daily to Cambridge is required.

## EDUCATION:

Bachelors Degree is required and preferably with a focus in market research, organizational research and/or business administration.

## COMPENSATION PACKAGE:

The Reputation Advisor role includes a compelling compensation package including a competitive salary and an annual performance bonus plan. In addition, we offer a full benefits program including medical/dental/vision, a generous PTO package, matching 401k, paid professional development and more.


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## Hear what our clients and team say about RI

RI is the best place to grow as a professional. We work hard and we have fun doing it. Simply put, we are the Gold Standard of reputation management. Our Founders literally wrote the book on it and our clients sing our praises.

## What organizations say about RI!

"Our CEO now utilizes quarterly general-public reputation measures in 15 countries consolidated into a single dashboard to report to our Board. Reputation Institute's framework has helped us understand our stakeholders."

 Chief Marketing Officer,  
MasterCard Worldwide


RepTrak®  
Trust

"To be ranked among the most reputable companies is a great honor, and a reflection of what our 325,000 team members strive to deliver every day."

 SVP Integrated Marketing  
and Communications, FedEx

Expertise  
Honest Integrity

"We believe the survey is a great way to measure how we perform as a company and we remain dedicated to continue to live up to the expectations children, parents and other stakeholders have on us."

 President and CEO,  
The LEGO Group

Global  
RLN

"A large part of Levi Strauss & Co.'s successful 162-year history is our commitment to quality apparel that never goes out of style and an unrelenting focus on innovation."

 President and Chief  
Executive Officer,  
Levi Strauss & Co.

Teamwork  
Advisor

"We believe reputation is built on our commitment to customers to provide quality, innovative products and back them with integrity."

 Director, Global Public  
Relations, John Deere

"Bacardi strives for continuous progress and improvements in everything we do. It's very rewarding to see that we are making real strides in corporate governance, innovation, reputation and overall citizenship with others around the world taking notice. A three-point jump in just one year to the number 90 spot in the Global RepTrak 100 rankings is extremely satisfying."

 **BACARDÍ**  
CEO, Bacardi Limited

## What our team says about RI

"To me, RI is an opportunity to create a legacy in reputation measurement and management. The chance to do great work, be great, and expand upon our reputation as the gold standard in our field of reputation."

ONE

"It means transparency, collaboration and partnership across offices and departments."

"We share the same financial goals – and we show each other the respect deserved. We have a spirit of we win together. No one person can claim all the success and no one person takes all the blame."



"A better system of communication and transparency. I do know that geographical distance presents an issue, but I do believe that it will be of high value if we learn more about the people in different offices."

"One RI is a mindset, a way of working, and a collective goal. Globally we need to unite around a common purpose and to collectively work towards the same outcome."

"I recently joined RI and from my vantage point One RI means that although we are dispersed throughout the globe we share a single vision."