

JOB DESCRIPTION – PRODUCT MANAGER

<u>Position Title:</u>	Product Manager
<u>Senior Leadership Team Leader:</u>	Executive Vice President of Operations and Travel Technology
<u>Team Leader:</u>	Director, Product Management
<u>Team Membership:</u>	Product Management
<u>Location:</u>	Exton office or Remote
<u>Job Status:</u>	Exempt
<u>Supervisory Responsibilities:</u>	This position has no supervisory responsibilities
<u>Objective of the Position:</u>	<p>Each Product Manager is responsible for one of the following product line’s ongoing success. The product manager oversees all components of its product or third-party integrations throughout its entire product lifecycle – from inception to retirement. This includes defining and executing strategy to maximize value and competitive marketing positioning while ensuring profitability.</p> <p>Product Line 1 - Booking Workflow Solutions Products: WorldApprovals, Concur Approvals, Concur Request, CETAS, Trondent, Conferma, PLOG, 3rd Party CC Authorizations, Online Booking Tools, Groupize, Cvent, ChromeRiver (Expense Products)</p> <p>Product Line 2 - Reporting and Partner Integrations Products: WorldReports, Legacy WorldReports, WorldAnalytics, iSOS, WorldAware, VisaHQ, Rocketrip, TripKicks, TripBAM, Yapta, Freebird</p> <p>Product Line 3 - Innovation Products: WorldHub and Innovation Lab</p> <p>Product Line 4 - Traveler Communications and Insights Products: Itineraries, Trip Alerts, Flight Alerts, Compliance Messages, UWF, Product Release Communications, Market and Competitive Research</p> <p>**Product lines are subject to change based on organizational or customer needs and market conditions</p>

<p><u>Job Summary:</u></p>	<p>The Product Manager will be assigned to one of the four product lines describe above. The Product Manager will be responsible for the following core components of each product under their assigned product line; (1) Defining product strategy, (2) Collecting customer feedback and prioritizing requests and bug fixes into release cycles (3) Securing funding from c-level executives for development resources, (4) Qualifying products for market release, (5) all product related communications both internally and externally, (6) ensuring adequate support structures and procedures are in place and are being followed.</p>
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<p><u>Essential Functions:</u></p>	<p>The duties and responsibilities for this role include but are not limited to the following:</p> <ol style="list-style-type: none"> (1) Collect Voice of the Customer feedback and insights to create meaningful user stories and use cases. (2) Maintain and prioritize each product’s backlog of feature requests and bug fixes. (3) Create and present business cases to leadership to secure investments in each product’s major release. (4) Maintain an 18-month product roadmap for assigned product line. (5) Write functional and business level requirements and effectively communicate requirements to the development team, travel technology or vendor partners. (6) Hold Scrum calls with cross functional teams execute iterative releases for assigned product lines. (7) Manage stakeholder expectations to ensure timely on budget delivery. (8) Define the short, mid, and long-term product strategy for each assigned solution. This includes market positioning, target customers, features/benefits, and pricing. (9) Define and execute effective launch plans.
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	<p>(10) Educate and train customer facing departments such as account management, sales, and implementations on assigned product line solutions. This includes creating sales toolkits, product datasheets, and acting as the subject matter expert.</p> <p>(11) Develop adequate support personnel, structure, and procedures to ensure assigned product line releases are successful and issues are addressed in a timely manner.</p> <p>(12) Work with marketing to define and execute communication plans and promotional campaigns.</p> <p>(13) Frequent market research to ensure competitive positioning and to identify potential new partners to enhance the product managers assigned product line.</p> <p>(14) Follow World Travel, Inc. procedures, guidelines, and standards in areas of vendor management, customer service, management information systems, productivity, attendance, and accuracy of work.</p> <p>(15) Work closely and collaborate with all internal departments, including but not limited to, Sales, Business Development, Legal Account Management, Operations, Consulting, Network Management, etc.</p>
<p><u>Time Spent Performing Essential Functions (Generally):</u></p>	<p>30% collecting customer feedback</p> <p>30% collaborating with internal departments and vendors to execute strategy</p> <p>20% developing product strategy, supporting documentation, and communication plans</p> <p>10% prioritizing feature requests and bug fixes</p> <p>10% market research</p>
<p><u>Competency and Position Requirements</u></p>	<p>A positive can-do attitude with a growth mindset.</p> <p>Excels in a fast-past complex working environment.</p> <p>Effectively manages ambiguity and can refine fuzzy ideas into concrete requirements, specific use cases or solutions for customer pain points.</p> <p>Demonstrated ability to exercise influence without direct authority.</p>

	<p>Comfortable communicating with all levels within an organization from the c-suite to support departments.</p> <p>Active listener that is passionate about creating high quality solutions for travelers, travel arrangers, travel approvers, and travel managers.</p> <p>Clear, concise, and professional written and verbal communication skills.</p> <p>Must be comfortable and proficient in creating positive relationships with co-workers, clients, and vendors.</p> <p>Analytical mindset that can synthesize a large amount of customer, company, and market information into accurate product priorities</p>
<p><u>Education and Experience Requirements</u></p>	<p>Current World Travel, Inc. employee with 2+ years in current position or 5+ years' experience in the travel industry</p> <p>Advanced Microsoft Office Suite Skills: PowerPoint, Word, Excel</p> <p>Demonstrated success enhancing or bringing a new product to market</p> <p>5+ years of direct customer interaction</p> <p>Experience crafting targeted communication campaigns</p> <p>3+ years' experience utilizing, selling, or developing one or more products within the applicants target product line</p> <p>Intermediate knowledge of GDS functions and reporting integrations</p> <p>Intermediate knowledge of APIs, databases, and system processes</p> <p>Basic understanding of Online Booking Tool functionality</p> <p>Basic understanding of COMPLEAT and mid office routines</p> <p>Demonstrated ability to work with vendors and development resources to reach a common goal</p> <p>Project management experience desired</p>
<p><u>Quality and Quantity Standards:</u></p>	<p>Respond to any direct customer complaint within 4 business hours</p> <p>One major product release or process enhancement per quarter</p>
<p><u>Physical Factors/Environment:</u></p>	<p>The physical demands described herein are representative of those that must be met by an associate to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p>Individuals are required to sit for extended periods of time, e.g., an 8-hour shift with appropriate break periods. Individuals will be required to work at a desk or other work space with a dual-monitor computer and telephone. Individuals are required to answer the telephone and type on the computer's keyboard. Headsets for the telephone are available. Individuals are required to reach above shoulder height, below the waist, and lift items as required to file documents or store</p>

	<p>materials in a drawer or overhead bin throughout the day. Proper lifting techniques are required.</p> <p>Individuals are required to travel on a regular basis beyond their home office to prospective customer meeting locations as required.</p> <p>To maneuver around the office, individuals are required to walk on a level surface, periodically and as necessary, throughout the day.</p>
<p><u>Working Conditions:</u></p> <p><u>Schedule:</u></p>	<p>The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p>World Travel, Inc.'s offices are traditional corporate offices.</p> <p>For the most part, ambient room temperatures, lighting, and traditional office equipment are as found in a typical corporate office environment.</p> <p>Must be able to travel up to 15% of the time.</p> <p>Must be willing to work flexible hours including evening shifts and weekend hours in order to accommodate go-live testing and launch schedules.</p>
	<p><i>This document describes typical duties and responsibilities and is not intended to limit management from assigning other work as is reasonable.</i></p>

By signing in the area designated below, the undersigned approve and understand the content of this job description.

<p><u>Senior Leadership Team Leader:</u></p>	Signature:
	Date:
<p><u>Team Member</u></p>	Signature:
	Date: