



Product Manager

Location: Hybrid, Markham, ON/depending on location

Travel: Ability to travel up to 20%. Required to travel freely across North America.

Direct Hire

The Business

IDS, Integrated Dealer Systems, is the leading provider of complete software solutions for RV, marine, and trailer dealerships. Our software helps Dealerships to position themselves for growth, financing, acquisition, or IPO. Our customers are among the largest RV and Marine dealerships, and we are proud to be their trusted technology partner.

As the Product Manager you will be responsible for driving the success of products in your portfolio from ideation to launch and beyond, by effectively collaborating with cross-functional teams and aligning product development with business goals and customer needs.

Job Responsibilities:

- Become the SME (Subject Matter Expert) for IDS' products to assist both internal and external customers.
- Responsible for crafting and owning the product roadmap and communicating product strategy to stakeholders and supporting customer facing teams, ensuring that the product is scalable and ready to meet the needs of our customers.
- Oversee the end-to-end product process for product vision, enhancements, requirement gathering through to prioritizing, design, development, launch, and post-launch analysis, by collaborating with other cross functional teams.
- Conduct user and market research and analyze data to identify customer needs, pain points, and market opportunities to make informed product development decisions.
- Measure and analyze product performance and user behavior to continuously improve the product and drive business growth.
- Develop pricing and go-to-market strategies to successfully launch new products and features.
- Conduct user testing and gathering feedback to ensure that the product meets customer needs and is intuitive and easy to use.
- Stay up-to-date on industry trends and emerging technologies to inform product strategy and development.

Qualifications:

- Experience working with dealership clients and products is required. (Auto, RV, Marine or Powersport Dealership experience.)
- Experience with enterprise business applications and project implementations
- Strong research, analytical, problem-solving, project management and time management skills.
- Understanding of marketing and sales processes to effectively promote and sell the product.
- Experience with integrating new products with legacy technologies
- Excellent communication skills and a basic understanding of technical concepts to communicate the product vision, strategy, and roadmap to stakeholders, customers, and cross-functional teams.
- The ability to lead and motivate cross-functional teams and manage stakeholders' expectations.



- Relevant college degree or equivalent related work experience
- Pragmatic Marketing Certification, or similar
- Proficiency in 3rd party applications (Microsoft Office, Jira, Confluence, TeamSupport).
- Agile/SAFE Project management methodologies to ensure timely and efficient product delivery.

Preferred Experience:

- Membership or Client management/billing/accounting systems.
- Business intelligence/data warehousing/business analytics.

If you are interested in this opportunity, please [click here](#) to send a resume to our HR team.