**Product Manager**

**Location:** Hybrid, Markham, ON

**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.

**Skills Required:**

* 5+ years product management experience
* Relevant college degree or equivalent related work experience
* Product vision: The ability to identify market opportunities and create a compelling product vision that aligns with the company's overall strategy.
* Strategy and planning: Developing a strategic roadmap and working with cross-functional teams to execute the product vision.
* User research: Conducting user research and analyzing user behavior to understand customer needs and identify pain points.
* Data analysis: Analyzing data to make informed decisions and drive product development.
* Communication: Excellent communication skills to communicate the product vision, strategy, and roadmap to stakeholders, customers, and cross-functional teams.
* Agile development: Familiarity with agile development methodologies and project management skills to ensure timely and efficient product delivery.
* Technical understanding: A basic understanding of technical concepts and development processes to effectively collaborate with engineers and other technical stakeholders.
* Marketing and sales: An understanding of marketing and sales processes to effectively promote and sell the product.
* Leadership: The ability to lead and motivate cross-functional teams and manage stakeholders' expectations.
* Experience with integrating new products with legacy technologies.
* Experience working with dealership clients and products is preferred.  (auto, rv, marine or powersport)

**Specific Job Responsibilities:**

As a Product Manager your responsibilities would include:

* Developing and owning the product strategy and roadmap to align with business goals and customer needs.
* Conducting market research and analyzing data to identify market opportunities and inform product development decisions.
* Defining product requirements and working closely with cross-functional teams to develop and launch new products and features.
* Communicating product strategy, roadmap, and updates to stakeholders, including executives, customers, and internal teams.
* Collaborating with engineering, design, and other cross-functional teams to prioritize and execute on product development initiatives.
* Conducting user testing and gathering feedback to ensure that the product meets customer needs and is intuitive and easy to use.
* Measuring and analyzing product performance and user behavior to continuously improve the product and drive business growth.
* Developing pricing and go-to-market strategies to successfully launch new products and features.
* Staying up-to-date on industry trends and emerging technologies to inform product strategy and development.

**Performance Metrics:**

* Product delivery time: Measuring the time it takes to deliver new products or features to the market.
* Customer satisfaction: Measuring customer satisfaction to determine how well the product is meeting customer needs and expectations.
* Product adoption rate: Measuring how well customers are adopting the product.
* Product profitability: Measuring the revenue generated by the product and the cost of producing it.
* Efficiency: Measuring how well the product operations process is performing, including how well the product team is using resources and managing costs.
* Team performance: Measuring the team's performance, including their ability to deliver products on time and their productivity levels.
* Communication: Measuring how effectively you are communicating with stakeholders, including the product team, customers, and leadership team.

