



## Senior Product Manager

**Location:** Portland, OR or Cincinnati, OH

**Summary:** The Senior Product Manager (SPM) is responsible for product-focused marketing and management leadership for eLynx products and services. The SPM will manage product roadmap, support and input to future R&D, as well as support overall strategic and marketing plans. The SPM will define product messaging and positioning, will provide and generate content marketing campaigns and materials, and manage key marketing projects. The SPM will support the Sales team and work closely with Professional Services on go-to-market activities. A significant aspect of the SPM role also involves working with Engineering on product and requirements, with the Program Management Office on product planning, and with the executive team on strategic product initiatives.

**Career Development Path:**

Within the Marketing Group the Senior Product Manager may have the opportunity to progress into people/team management as their career progresses.

**Essential Functions:**

The Senior Product Manager will participate in all phases of the product lifecycle. Fundamental functions will require a wide-ranging capability to work in cross functional environment with multiple discipline teams representing operational, technical, and management capacities. The following are the key functions of the role:

Product Management:

- Translate customer and market input into product requirements documents
- Feed market requirements into the product planning and development process
- Engage in product planning with the Program Management Office and Engineering Departments
- Provide leadership for internally-driven product releases
- Review requirements for custom projects and identify opportunities to make broad improvements for all customers
- Provide input on user-interface design and customer experience
- High level understanding of software architecture, software development lifecycles and commonly used software technologies
- Communicate technical concepts to non-technical audiences (sales, customers, executives)
- Provide input to resources writing product documentation and be able to write product documentation (e.g., release notes) on your own
- Is able to talk with different audiences, appropriately adjust technical content to meet different audience knowledge and interest, and can juggle meetings with multiple audience levels

Product Marketing:

- Define pricing and conduct pricing analysis using Microsoft Excel
- Define positioning, messaging, and create PowerPoint presentations and other marketing materials
- Monitor competitors, provide competitive analysis, and effectively position our products against the competition
- Participate in internal planning and prioritization review meetings.
- Participate in solution discussion meetings with customers

- Continuously update marketing knowledge by benchmarking eLynx against other companies in the industry in order to ensure leading edge strategies are maintained
- Plan and execute marketing initiatives
- Plan and lead marketing events
- Update key marketing content, including Proposal Templates, Presentations, Product Descriptions

**Required Knowledge, Skills, and Abilities:**

- Bachelor's degree in a role related discipline from an accredited university
- Minimum 5 years experience in Product Marketing or Product Management roles
- Experience with and understanding of document management and collaboration technologies and systems
- The ability to persuade or influence others to accept a point of view, to adopt a specific agenda or to take a course of action.
- Highly valued interpersonal skills include the ability to be rational, objective and unbiased when making decisions or taking action
- Possesses excellent presentation skills
- Must be resourceful, self-motivated, customer focused, and able to work in a team from various departments
- Must have proven record of creating a positive, efficient working atmosphere and relationships
  - Extremely positive customer service orientation
  - Excellent teamwork and collaborative skills
  - Excellent interpersonal and communication skills
  - Self-directed and creative resolution seeker
  - Ability to learn business organizations and process areas quickly
  - Highly skilled at interacting competently with subordinates, peers, functional managers, and customers
  - Excellent analytical and persuasive writing skills
  - Strong quantitative skills
- Clear thinker with excellent analytical and synthesis skills
- Strong computer skills of common desktop applications (i.e., MS PowerPoint, Excel, Visio)
- Strong knowledge of marketing best practices, software industry, and product management methods
- Experience with MS project, issue and risk tracking systems, budgeting, and status reporting
- Ability and willingness to travel locally or on national basis

**Preferred Knowledge, Skills, and Abilities**

- MBA in Marketing is preferred
- Experience in the mortgage industry is a preferred
- Recent experience in document management or similar industry a plus
- Mastery of MS Excel and PowerPoint preferred

**Shift/Work Hours**

While this position primarily works during standard business hours, the incumbent must be available to cover adhoc project deadlines. **SOME OVERTIME IS REQUIRED.**

**Occasional travel required**

**How to Apply**

Please submit a resume and e-mail/letter of interest to Human Resources [careers@elynx.com](mailto:careers@elynx.com). Hiring occurs via Human Resources in the Portland, OR office for all vacancies. Please do NOT contact the Cincinnati office. Applications sent directly to the Cincinnati office will not be considered. Open until filled.