

Sr. Product Specialist

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Company: Shutterfly

Location: Haifa

Category: other-general

Description

Shutterfly is seeking a Product Manager for our Mobile team.

We are looking for someone who is passionate about customer experience and is motivated from making data driven decisions that improve overall experience, along with ensuring data is being captured correctly to support those decisions. As a Product Manager, you will partner with technology, business, merchandising, marketing and analytics counterparts to build a roadmap and execute on the roadmap. You will be responsible for driving business growth and defining solutions that deliver on customer and business needs. Key responsibilities are to:

- Be the app Data point person, while owning data governance and execute Epics to improve data quality

- Ensure the App marketing tools are accurate to improve their effectiveness

- Drive action throughout the organization to get products to market

- Plan and carry out product launches

- Write PRDs

- Manage all aspects of in-life products, including customer feedback, requirements, and issues

Qualifications:

Bachelor's or master's degree in business, engineering, computer science or other relevant field, ideally with cross-functional business or technical experience

Experience in full lifecycle software development, preferably familiar with web and mobile application development

Experience in gathering and documenting user requirements and communicating them to engineering teams

Strong interpersonal skills. To achieve your goals, you will collaborate with many cross-functional teams and must be able to influence without authority

Must be comfortable working across the organization and generating alignment across stakeholders in Marketing, GMs and Engineering to deliver a roadmap that improves the customer experience and business results

Experience with market research, competitive analysis and AB testing. Leverage insights and data gathered to drive business decisions and inform product roadmap.

Strong analytic and strategic thinking skills.

Excellent written and verbal communication skills

Teamwork skills

Big plus:

Consumer ecommerce and retail experience.

Experience with data (analysis, characterizing)

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