

JOB TITLE – PRODUCT EXECUTIVE

Position reports to : Divisional Executive
Direct Reports : Product Managers
Office Location : Adapt IT Johannesburg Campus

PURPOSE OF THE POSITION

The Product Executive is a visionary. A product evangelist. An inspirational, exceptional leader that is passionate in providing customers with great user experiences and driven to create the solutions of tomorrow. The Product Executive is to Product what the Chief Technology Officer is to Technology, and what the Head of Sales is to Sales. The Product Executive sets the product vision, leads product development, spearheads product marketing, and drives commercial success. This is a highly influential, business critical role for an established product leader, to join us in an exciting time as we migrate customers from trusted desktop solutions to our next generation solutions on the cloud.

PRIMARY RESPONSIBILITIES FOR THE ROLE

a) Strategic Leadership

- Partner with the Divisional Executive in setting the strategic direction, enhancement, and financial performance of Caseware Africa’s portfolio of products and services – both existing and new.
- Lead, develop and execute high performance product roadmaps for all products in conjunction with relevant Product Managers and development teams, including release scheduling and resource planning.
- Develop product strategy, provide strategic input and implement all the products’ strategic objectives.
- Provide strategic product marketing leadership and guidance on the product roadmap to optimally take new products to market and driving commercial success across the product portfolio.
- Effectively lead the product management team and promote a highly collaborative environment across all teams that touch the product management team: business development, marketing, product development and services. Ultimately ensuring the effective delivery and support of products and services.
- Provide strategic input into the division’s business plan.

b) Financial, Risk and Resources Management

- Focus on NR growth as a key strategic objective of the business by at least 7%.
- Successfully achieve profitable growth across all product lines, including identifying and managing risks and developing mitigation strategies associated with the product portfolio program.
- Focus on customer retention rate improvement as a key strategic objective to drive initiatives that optimises ongoing customer value – both real and perceived.
- Partner with sales in the development of the budgeting process and monitor monthly targets against budget.
- Own and oversee the development and management of pricing and packaging models for all products.
- Own and manage all cost centres within the remit of the Product Executive, including the management of Content Providers for each product line and ensuring optimal use of budget and resources.
- Direct and lead the team of Product Management professionals and ensure capacity and capabilities within team.

c) Strategic Stakeholder Management, Sales, and Marketing

- Lead, define and develop the stakeholder engagement strategy and plan.
- Develop high-impact sales and thought leadership tools such as white papers, presentations, case studies, business cases, to help improve sales win rates.
- Collaborate closely with marketing to define and execute effective campaigns that drive sales, retention, and brand awareness.
- Keep abreast of latest developments within the FinTech industry should be a natural flair, and exciting part of this role for you.

d) Team Performance and Engagement

- Drive high levels of employee engagement and champion a culture of high performance.
- Own and manage the productivity, morale, and skill development of the product and marketing team.

QUALIFICATION AND EXPERIENCE REQUIREMENTS

Essential Requirements

- Honors level degree in either business, finance, or IT (BCom, BSc (IT)), CA(SA)).
- Master's degree advantageous but not required.
- MBA advantageous but not required.
- 10+ years in a senior management role in a product-focused, financial technology business, which is driven by quality and customer service.

KNOWLEDGE

- Early Cloud adopter and thought leader, as demonstrated in above experience.
- Previous experience leading and developing a product management function.
- Previous experience in the FinTech industry is essential, with a solid understanding of both on-premises and SaaS business models and systems.

SKILLS

- Microsoft office.
- Experience with CRM systems (Salesforce.com an advantage).
- Well-developed product management and strategic thinking skills.
- Proven ability to lead the development of sound product road maps.
- In-depth working knowledge of pricing models, as it pertains to software product management.
- Strong ability to manage budgets and resource requirements.
- Public speaking skills.

ATTRIBUTES

a) Personal Attributes and Qualities

- Effective communicator at all levels that collaborates well with others.
- Strong sense of prioritization, focusing on deliverables and effective delivery on deadlines.
- An abstract thinker with a creative approach in solving problems, translating business needs into practical solutions.
- A self-starter and quick learner that is self-motivated.

- A reliable and resilient approach in execution that is adaptive to a changing environment with unique challenges.
- A value-added focus that solves problems constructively, promotes innovation and the leveraging of new ideas.

b) Business Acumen

- A well-developed ability to understand business objectives and how to prioritise product and business initiatives that supports them.
- A strong ability to understand the impact of risks, issues that threaten the success of deliverables and how to mitigate them; and
- An in-depth knowledge of product and digital technology trends, research, industry knowledge and changes in business environments.

APPROVAL

The signatories hereof, confirm that their acceptance of the contents and recommend the adoption thereof,

Divisional Executive

Date

Product Executive

Date

