



## CONFLUENCE

**Job Title:** Product Manager  
**FLSA Status:** Full-Time/Exempt  
**Supervisor:** VP of Product Development

**Date:** April 22, 2010  
**Department:** Product Management  
**Job Code:** PDM-10-001

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Confluence is the global investment management industry's leading provider of automated data management solutions. Confluence helps investment management companies gain unprecedented control by automating the collection, creation, confirmation, and of delivery investment product data. The Confluence Unity™ platform addresses a wide range of problems—from performance measurement to customized reporting—for a full array of domestic and international products, including mutual funds, and variable products, hedge funds, and alternative investments.

### Purpose

Confluence is seeking an individual to help define the tools that drive the financial service industry. A product manager at Confluence manages product commercialization focusing on market analysis, new product development, strategic direction, and sales support. This individual must possess a unique blend of business savvy, attention-to-detail, and big picture vision with the drive to make that vision a reality.

The product manager is part of a cross-functional team and will interact regularly with sales, client services, professional services, software engineering, and software quality assurance, as well as senior management. A product manager is responsible for the initial vision including positioning, product development oversight with focus towards whole product, marketing strategy and the entire life cycle of our software products. The product manager must insure that the product vision is met through the requirements and the acceptance tests developed to validate the product. The product manager must show that the product aligns with Confluence's strategic planning and fits the market segments intended in the product vision. The product manager insures that the product business case is realized.

### Responsibilities

- Listen to and observe the market to stay current with trends and identify profitable product opportunities.
- Develop a product vision including product overview, driving forces, value proposition, market segmentation, and personas.
- Perform quantitative analysis by sizing and segmenting the market.
- Ensure the product meets market requirements.
- Monitor product performance (adoption rate & profitability) and internal operational metrics to understand the product value to Confluence.
- Perform win / loss and competitive analysis.
- Build product positioning and pricing strategy.
- Develop and maintain relationships with thought leaders and key influencers in the industry.



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- Development sales tools including sales presentations, product demonstrations, white papers and competitive write-ups.
- Assist marketing in the creation of a marketing plan.
- Support the sales, client services, and professional services teams with market and product expertise by providing training on the business problem, training on Confluence's solution, participating in sales calls, reviewing proposals, and answering questions about the company and the products.
- Other duties as assigned

### Education and Work Experience

- Requires a minimum of five years product management experience, preferably in software financial technology.
- Master's of Business Administration (MBA) required.
- New Product Development Professional (NPDP) or Pragmatic Marketing (PMC) Certified a plus.
- High creativity with the ability to define and solve problems using strategic, quantitative, and abstract abilities with a tolerance for ambiguity.
- Ability to learn independently and work with a high degree of autonomy.
- Ability to manage multiple priorities.
- Attention to detail and thoroughness with sound planning and project management skills.
- Excellent written and verbal communication and presentation skills.

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*Confluence Technologies Inc. is an Equal Opportunity Employer (EOE) and offers employment opportunities to all qualified persons regardless of race, color, religion, sex, age (40-70), national origin or ancestry, physical or mental disability (except where physical or mental abilities are a bona fide occupational requirement), veteran status, marital status, familial status, sexual orientation, HIV-positive status, possession of the sickle cell trait, genetic characteristics, political views, and any other basis protected by federal, state, or local laws.*

To apply for this position, please send a cover letter (including job code) and resume.

**Attn: Human Resources  
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