



Senior Director, Residential Products

Position Summary

Atlantic Broadband, the 9th largest cable and broadband services provider is currently seeking a Director of Residential Products for its corporate management team. The role spans TV, Internet and Phone products for the residential (B2C) segments.

The person in this role will craft the product vision for the company and then work across the organization to analyze and build a business case to support that vision, and work cross functionally and with Product Marketing and Product Operations to bring that vision to life. A focus on company revenue growth is a must for candidates in this position. Knowledge of how to drive revenue growth through the alignment of product strategy with sales and marketing strategy is critical to success in this position. The ideal candidate will thrive in our entrepreneurial culture, be able to think strategically and use a hands on approach to analyze and launch new products. There will be a heightened focus for this position on the evolution of both Video and High Speed Internet, bringing ABB's customers to the next generation for those product sets. Travel of up to 15% is required.

The successful candidate will have 6 or more years of product management/product marketing experience in the cable, mobile, telecommunications or related industries. MBA or equivalent experience strongly preferred. This position will report directly to the VP, Products and Programming.

Responsibilities:

Manage the residential product portfolio:

- Develop the company's residential product roadmap by analyzing emerging market technologies, vendor product capabilities, competitive landscapes and consumer trends. Utilize the insights from this analysis to craft strategic actions for product development, packaging, pricing and positioning.
- End to end leadership for new product development including: identify market need, business case development, partner or technology selection, product definition and go to market planning.
- Develop pricing and bundling plans that maximize revenue gains including: definition of expected results, reviewing the performance of pricing plans to expectations, and recommending any appropriate changes on an ongoing basis.
- Understand and communicate customer needs and behavior by analyzing subscription and churn patterns; Supporting primary market research activities and drive product research actions as necessary.
- Manage relationships with key vendors and partners to shape their roadmaps and ensure the timely integration of Atlantic's needs.
- Interface with other departments, specifically engineering and sales and marketing, to ensure successful go to market launch of products and product enhancements.
- Support the budget development process regarding product and pricing changes as appropriate.

Support ongoing marketing and sales activities:

- Define key product features and benefits to support development of marketing materials, customer collateral and training documents. Provide thought leadership as to what matters most to customers and help other departments bring those features and benefits to life in a way that will resonate with consumers.
- Develop, test and manage promotional offer pricing to support marketing campaigns and ongoing sales activities across all channels. Evaluate price change requests for impact to the overall revenue and subscriber budget.
- Analyze sales channel performance for overall sales and product mix. Recommend product or pricing programs to improve unit and overall revenue performance.
- Respond to new market entrants including traditional and OVD providers.

Requirements:

Success in this role will require someone who can utilize research, analysis and stakeholder input to create and bring to life a product vision that will continue to drive increased unit and revenue growth. The person in this role must be a well-organized self-starter who is adept at working cross-functionally across all levels of the organization, takes initiative to identify problems and develop practical solutions, is focused on delivering results and who has in-depth, hands on product management experience.

Specific requirements include:

- 6+ years of product management experience in cable, telecommunications, wireless or related industries.
- Experience with product development including: uncovering product needs, business case development, product requirement definition, packaging, pricing and positioning, and go to market strategy.
- History of building and maintaining product roadmaps for cable or telecommunications companies.
- Strong analytical skills
- Excellent written and oral communication skills
- Proven ability to understand technology and translate that to customer benefits
- Experience managing direct reports and team alignment and optimization
- Knowledge of cable billing platforms is a plus
- Ability to lead cross functionally with operations, marketing and engineering
- MBA or equivalent strongly preferred