



Product Manager, Vizury

Company Profile:

Vizury is a leading behavioral advertising solution provider headquartered in Bangalore, India. We are backed by leading VC firms from India, Singapore & Silicon Valley and work with leading marketers in the banking, stock trading, financial services, ecommerce, travel & leisure, dating & automotive space amongst others. We help the advertisers optimize their RoI through our targeting platform by letting them have 1:1 conversations. Our path breaking product, Visitor Relationship Management (VRM), enables advertisers engage and monetize those online visitors who drop off without engaging with the brand. The 1:1 marketing conversation is enabled through thousands of highly personalized rich media ads that are powered by statistical modelling of user behavior, dynamic message generation module and response optimization system. We are present in India, China, Singapore, Thailand, Australia, Spain & Netherlands, either directly or through strategic partnerships, and are aggressively expanding into more markets.

Title: Product Manager

Reporting to: Chief Operating Officer, Head of Products

Location: Bangalore

Job Description:

Generic:

- Understand and analyze user needs
- Research markets and competitors
- Work with a team of high calibre engineers to define products
- Build and launch new products and features
- Help define product vision and future direction
- Contribute on Product Marketing activities

Specific:

- Help standardize the product (client expectations, reports, business model, creative) and work with all the stakeholders (BD, Operations, Legal, Technology, Creative) to ensure uniformity in value proposition and messaging
- Own and enhance the internal and external reporting UIs by formalizing the requirements and working closely with Technology team
- Think through the best line of distribution incl. self-serve systems
- Work with Technology & Data Modelling teams on large volumes of data to build a blue print for optimization systems; work with Technology/Operations to get it deployed
- Research emerging technologies, business models and value buckets to define Vizury's focus areas from a long term standpoint

Candidate Profile:

- MBA from a top B-School with an Engineering background
- Very strong analytical and communication skills
- Excellent knowledge of MS Excel, Word and PowerPoint
- Knowledge of data analysis tools is a plus
- 2-4 years of relevant post MBA experience
- Passionate about technology and the difference it can make to the world around us
- Quick learner, adaptable to changing business needs
- Willing to challenge the status quo and achieve business results
- Entrepreneurial interest is a plus

Application:

Please send your latest resume to recruit@vizury.com with the subject line clearly mentioning the job title.