



Zen Internet Role Specification

JOB ROLE: Product Manager IP VPN

We are currently looking to recruit an experienced Product Manager to manage Zen's IP VPN Product. The role will include complete lifecycle Management of the IP VPN product and associated services including the opportunity to develop new services within the Connectivity product area.

This is an exciting opportunity for a self starter to take complete ownership of the management and development of an exciting product and to gain exposure to the technical and commercial challenges within an ISP.

Key Deliverables

- Identify and maximise market opportunities for IP VPN and associated products within our direct and indirect channel
- Develop a clear product strategy for the IP VPN Product ensuring it is positioned correctly in terms of breadth and depth of functionality
- Demonstrate detailed knowledge of economic, legislative, technological and competitor developments specific to the product
- Develop product pricing strategy which is well researched, clear and communicated to customers and internal stakeholders

Key Responsibilities

- Overall Management of IP VPN, network services and Cisco routers
- Identify opportunities to increase sales and profitability through focused sales and marketing activity
- Regular presentation to internal and external stakeholders to help drive understanding and growth of product
- Monitor product performance on a monthly basis and take corrective action where required (e.g. lost business analysis, competitor analysis, and pricing reviews)
- Identify product requirements based on market analysis and customer feedback. Follow Zen New Product Development (NPD) Process and drive product development and enhancements to ensure continued growth of the product.
- Develop close working relationship with internal stakeholders including Marketing, Sales, Network and Infrastructure, Technical Support and Systems Development
- Support Senior Product Manager in new business initiatives and creation and presentation of annual product plans

Candidate Profile

- Strong product management experience preferably gained within the IT or Telco arena
- A good understanding of Internet Technologies
- Experience of Managing supplier relationships
- Strong analytical, project management and problem solving skills, with high attention to detail