

## Senior Product Manager Growth Expansion

### Description

About the Role Gusto is looking for a Senior Product Manager who can build and execute a platform strategy that uses machine learning (ML) and personalization to build a world class understanding of our customers and make timely and relevant product recommendations. This role reports into the Growth Team and plays a key role in helping our customers get more value from our product offerings. In this role you will build a recommendation platform to predict what products our customers might need and the best way to increase their awareness of these products. You will build experiences that are delightful, but non-intrusive, and connect with customers using the right channels based on customer's consent and preferences. You will also focus on improving the long-term value that a customer gets from Gusto by ensuring that they adopt the products that are relevant to them. About the Team You'll be working with an established team and seasoned Growth leaders in Engineering, Product, Design, Data Science, Revenue, Marketing, and Sales. In this role, you'll work cross functionally to build platforms that span the entire breadth of the Growth Stack using ML and personalization to build world class content for our customers and provide timely and relevant product recommendations. Here's what you'll do day-to-day: Develop a deep understanding of the customer's lifecycle and provide timely and delightful product recommendations. Partner with Engineering, Design, Data Science as well as Revenue counterparts in Sales, Marketing, and Customer Success to solve complex cross functional problems related to growing product adoption. Set goals and strategy for your domain then translate it into a roadmap, milestones, and requirements collaboratively to drive alignment and excitement with your cross-functional partners and stakeholders. Set, track and improve key product and business metrics. Distill insights and data from key stakeholders, industry trends, competitive analysis, business and product metrics, and other sources to guide strategy. Drive the product development process from concept to launch, ensuring timely delivery of high-quality products that delight customers and result in significant and measurable business impact. Iterate on mature features using data and customer feedback to identify areas for improvement and optimization, and ensure experiences delight our customers and surpass our business goals. Here's what we're looking for: 8-10 years of product management experience driving product adoption and business growth. Experience at a SaaS company is a plus. Systems and infrastructure thinking. You enjoy complex challenges and navigate them deftly. You have a wealth of frameworks and mental models that you rely on to unpack problems and arrive at elegant solutions. Experience building recommendation systems and ad serving platforms. Data and hypothesis driven, business-minded. You know how to expertly leverage qualitative and quantitative data to develop and execute experiments and A/B tests that are optimized for learning. You can measure the business impact of your work and tie it back to company goals. Customer obsessed. You're passionate about not only hitting business goals, but intimately knowing our customers and creating the best experiences to meet their needs. You know that the key to business growth is through happy customers. Collaborative execution. You're a great listener, and naturally bring the team and stakeholders along, yet you don't hesitate to make hard decisions when needed. You push the pace, and people feel like they do their best work with you. Objective learning. You get more excited when you're wrong than when you're right. You optimize for learning, and love peeling back the layers. Your favorite questions are "why" and "why not". Passion. You love the problems Gusto's solving for business owners and their employees, and you're excited to continuously solve them better and better. Our cash compensation amount for this role is targeted at \$144,000 to \$178,000 in

### Hiring organization

Gusto, Inc.

### Job Location

San Francisco, California, United States

### Base Salary

\$ 60000 - \$ 130000

### Date posted

May 17, 2024

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## **Contacts**

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