

Product Pricing and Packaging

Description

About the Job: LaunchDarkly is hiring a Head of Pricing & Packaging to play a pivotal role in building and executing our product monetization strategy. This role is critical for driving revenue growth and market competitiveness through innovative pricing strategies and compelling product offerings. Reporting to the VP, Product, this role will partner closely with Product and GTM leaders to optimize our monetization strategy and drive sustainable revenue growth while delivering an exceptional customer experience. The ideal candidate will have a strong background in product management, pricing analysis, and market research. Responsibilities: Lead the development and optimization of our pricing model, packaging, and discount strategy, ensuring it aligns with business objectives. Maintain an informed perspective on the business by examining operating metrics, customer data, and market trends to spot potential monetization opportunities. Collaborate cross-functionally to formulate pricing and packaging suggestions, and confidently present these findings to the executive team. Work closely with sales, marketing, and finance teams to ensure pricing strategies are effectively communicated and implemented. Monitor industry trends and customer feedback to continuously refine and adjust pricing and packaging strategies. Perform detailed product, competitor, and financial analyses to support the development and promotion of packaging and pricing suggestions. Participate in determining pricing KPIs and track, monitor, and report on the effectiveness of implemented pricing and packaging changes. Qualifications: Product Management Expertise: Demonstrated success in managing technical products, with a particular focus on pricing and packaging and defining monetization strategies. Developer Tools Enthusiast: A deep understanding of the developer ecosystem and a passion for creating products that enhance the developer experience. Strategic and Collaborative: Excellent at strategic planning and collaboration, with a history of working alongside marketing, engineering, and sales teams. Analytical and Insightful: Strong analytical skills, capable of setting goals, measuring success, and pivoting strategies based on data-driven insights. All-altitude communication: Experienced in efficient and effective, transparent, and high-frequency communication up to the most senior leaders in our C-Team, through each and every IC in the Technology organization and beyond. Pay: Target pay ranges based on Geographic Zones* for Level P4: Strong business acumen and ability to translate company goals to tech team / engineering team goals and roadmap. Ability to build and structure teams and processes for both scale and dynamism. Cost & COGS management. Market & customer curiosity. LaunchDarkly operates from a place of high trust and transparency; we are happy to state the pay range for our open roles to best align with your needs. Exact compensation may vary based on skills, experience, and location. *Within the United States, our geographic pay zones are defined by counties surrounding major metropolitan areas. **Restricted Stock Units (RSUs), health, vision, and dental insurance, and mental health benefits in addition to salary. About LaunchDarkly: Modern software delivery was supposed to be the foundation for a thriving digital business but reality has proven otherwise. Slow, inefficient development cycles, costly outages, and fragmented customer experiences are preventing developers from building their best software. The LaunchDarkly platform helps developers innovate on new features faster while protecting them with a safety valve to instantly rewind when things go wrong. Developers can target product experiences to any customer segment and maximize the business impact of every feature. And by gradually rolling out new application components, they escape nightmare “big-bang” technology migrations. The LaunchDarkly platform was built to guide engineers to the next frontier of DevOps by: Improving the velocity and stability of software releases, without the fear of end customer outages.

Hiring organization

LaunchDarkly

Job Location

Oakland, California, United States

Base Salary

\$ 60000 - \$ 105000

Date posted

May 26, 2024

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Delivering targeted experiences by easily personalizing features to customer cohorts Maximizing the business impact of every feature through the ability to experiment and optimize Coordinating the release and optimization of software to provide consistent experiences across mobile platforms and device types Improving the effectiveness and productivity of engineering teams, by providing insights into engineering cadence and stability At LaunchDarkly, we believe in the power of teams. We're building a team that is humble, open, collaborative, respectful and kind. We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, gender identity, sexual orientation, age, marital status, veteran status, or disability status. LD invites any applicant to review our written Affirmative Action Plan. To do so, contact People Ops at hr@launchdarkly.com. One of our company values is 'Widen the Circle'. Which means we seek out diversity of perspectives to get better results. We understand everyone has their own unique talents and experiences. We encourage you to apply to this role even if you don't think you meet 100% of the qualifications outlined above. We can find out together if it's the right match for your skillset. Learn more about the interview process & what it's like to work with LaunchDarkly's Product Delivery team! Do you need a disability accommodation? Fill out this accommodations request form and someone from our People Operations team will contact you for assistance. Please mention the word ****EFFORTLESSLY**** and tag `RMzQuMTQ1LjlyMC41NQ==` when applying to show you read the job post completely (`#RMzQuMTQ1LjlyMC41NQ==`). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via [RemoteOK.com](https://www.RemoteOK.com)