

Senior Product Manager Growth

Description

Therabody® is the wellness tech leader with a mission to inspire and enable every body and mind to keep moving. Therabody's product ecosystem includes category-creating innovations in wellness products, proprietary software, digital content, and biometrics that have proven benefits around alleviating stress and pain and enhancing performance and sleep. Not only is it part of our brand ethos to help others, but we are also defining the cutting edge of wellness technology while winning accolades such as Fast Company's Brands That Matter, Oprah's Favorite Things 2022 and the TIME Best Inventions 2022 award. We are seeking an experienced Sr Product Manager with a background in direct-to-consumer web and ecommerce technologies to join our team. In this role, you will drive D2C growth by owning and executing the roadmap for the web shopping experience, making it easier for consumers to shop for our world-class products. You will partner closely with stakeholders in UX/UI design, engineering, marketing, analytics and sales to launch features that align with company goals and accurately measure success for the website and its impact to the business. You will obsess over the getting the customer experience right, and ensure that hypothesis-driven A/B testing is used to validate the success of every feature.

Key Responsibilities

- Develop and maintain a prioritized roadmap that aligns with overall business objectives and delivers a constantly improving customer experience.
- Collaborate with design, marketing, and engineering teams to generate hypotheses for product enhancements that drive revenue growth and sales.
- Lead the execution and evaluation of A/B tests to prove your hypotheses and measure outcomes, while always striving for continuous iterative and incremental improvements.
- Establish and maintain best practices for flexible content management while ensuring a consistent shopping experience for customers.
- Take a proactive approach to managing your product area, continually assessing both growth performance and team operations, and identifying opportunities for improvement in a fast-paced D2C environment.
- Obsess over key performance indicators (KPIs) to ensure the website meets and exceeds business goals.
- Partner closely with Operations, Business Applications, and Sales teams to identify and implement features that support other growth channels and improve sell-through products.

The Right Person Would Have:

- 5+ years of software product management experience with an emphasis on web and eCommerce.
- Proven track record of launching features that drive revenue growth and improve shopping experiences.
- Deep understanding of A/B testing best practices, measuring results against KPIs, and reporting complex results to non-technical stakeholders.
- Excellent analytical and problem-solving skills.
- Comfortable operating in a fast-paced, global D2C environment.
- Strong communication and collaboration skills, with the ability to work effectively across cross-functional teams.
- Experience with data analysis, and user research to form hypotheses and gain early signals fast.
- Passion for using data to uncover unmet needs and define the best solution for our consumers.
- Experience working with Agile methodologies and geographically diverse engineering and design teams.
- Knowledge of the latest trends and technologies in eCommerce.

Compensation: \$110,000 – \$125,000 a year

Therabody is committed to diversity, employment-related decisions, or in business dealings on the basis of race, color, genetic information, age, sex, sexual orientation, religion, disability, ethnicity, national origin, veteran status, marital status, pregnancy, or any other legally protected status. We will strive to provide an environment free of discrimination to our team members, customers, guests, and suppliers. We seek contributors from all backgrounds and walks of life to join our team, and we encourage our employees to bring their empowered, passionate, and authentic selves to work every day.

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Hiring organization

Therabody

Job Location

Remote

Base Salary

\$ 55000 - \$ 107500

Date posted

June 4, 2024

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Contacts

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