



DeLaRue

Job Description

Job Title: Senior Technical Product Manager	Division: Authentication
Reporting to: Head of Technical Product Management	Function: Product Marketing
Location: Basingstoke	Job Grade: C13
Travel: (Frequent/Some/None) Occasional travel to DLR offices/manufacturing sites and international travel to customer sites	

1. ROLE PURPOSE AND SUMMARY

Responsible for planning, directing, and implementing the product management activities for all Authentication product lines as appropriate. This includes life cycle of products (product development, ongoing product support, and end-of-life strategy).

Responsible for working and communicating across functions including: Project Management, Software Development, Sales/Business Development, Technical Sales, R&D, Marketing, Customer Service, Finance, and Procurement.

Provide guidance to Product Managers, Product Owners and UX designer on Product Management best practice

Create & embed Product Management best practices through creation of artefacts ensuring processes are followed

Be the go to source of Product Management expertise for Product Managers & Owners.

Provide guidance and support for the software team delivering on Product roadmap.

When needed work closely with the Software development team in (1) ensuring software solutions that are defined meet customer needs and (2) evaluating and proposing in-house vs partnering solutions that enable DLR to provide a full spectrum of software solutions to customers.

Run quarterly roadmap sessions with stakeholders across authentication keeping all informed of progress

Lead the Market requirements gathering across all authentication products, introducing best practice.

Play a key role in defining and embedding the Product vision, strategy and roadmap.

When needed be the face of Product Management when engaging with leadership teams

2. DIMENSIONS AND REPORTING LINES (number of reports and financial values)



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Reports to the Head of Product Management

No direct reports initially but will cover for Head of Product Management when needed. Potential of having line management responsibilities in the future

3. KEY ACCOUNTABILITIES

Individual

New product:

- Define business case for new products with support/coordination of Business Development.
- Provide consultation and support to Product Managers and Product Owners on any Business cases and new feature development.
- Build Digital & Physical product roadmap for Authentication applications: Plan and execute, done with support/coordination of Software Development and Project Management
- Production capability in place and on time, done with support/coordination of operating & PPM team
- Provide consultancy and support to other Product Managers and Owners so that, where appropriate, De La Rue products complement each other in combined product and service offerings.
- Commercialized in timely manner, meets quality and specification requirements, done with support/coordination of Project Management, Commercial Team and Delivery teams.
- Work alongside sales and commercial teams to develop and execute the go-to-market proposition and collateral, done with support/coordination of Product Marketing.
- Perform customer demonstrations of new features where required

Existing products business performance & analysis key metrics management

- Inputs and provides guidance to the development backlog, prioritising and defining features to deliver the greatest business value, and in a timely manner for increment planning.
- Monitors complaint/quality reporting, etc. of existing software services, drives process improvement targets through sales, marketing, and operating teams. Highlights gaps and works with appropriate groups to resolve
- End of life strategy

Market Data

- Be fully conversant with latest market research including the ongoing analysis of market changes, customer and competitor activities and competing product developments. Develop processes and artefacts to allow the team to collate, analyse and draw insights from the research to inform effective planning.
- Market analysis of Authentication software security products, Track & Trace systems, end consumers engagement web-platform.
- Develop effective market segmentation to focus the business and develop appropriate sales, product and service plans and tools, with input from internal stakeholders.



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- Support the development of the product strategy (markets, product roadmap and technology, channels and partners). Developing and delivering strategic partnering relationships to enhance the market offerings of the portfolio working closely with key stakeholders in Customer & Commercial and Delivery.
- Work with the broader business teams to ensure Sales teams are effectively skilled and knowledgeable about product features, benefits and commercials through close working relationships

Divisional Authentication

- Support the Divisional leadership team, executing the strategy for Authentication in terms of the core GRS and Brand Protection propositions
- Provide subject matter expertise to support effective decision making provide input as required to the annual strategic planning cycle
- Support and follow the governance and operational disciplines applicable across the division

Common to all roles

- To ensure full participation in the performance development review (PDR) process and maintain an up-to-date record of all training and development activities/programs
- To always act and behave in a way compliant with all De La Rue company guidelines and policies, especially those relating to values and behaviours, environmental health and safety, ethics and codes of conduct, as it is through living our values that we strengthen the culture of our business and demonstrate our understanding of our Code of Business Principles. Further information on our company values can be found in our "Living the Values" guidelines.

4. CAPABILITY (qualifications, experience and skills)

Desirable:

- Experience in the product security/brand protection industry is desirable.
- Experience of working in comparable markets (track and trace, supply chain, authentication, manufacturing Level 3-5).
- Experience of managing a small team.

Essential:

- Formal product management qualification e.g. Pragmatic Institute or similar
- Demonstrated leadership capabilities and history of delivering results through teams
- Experienced in new product development and successful commercialization of new products/technologies
- 8yrs+ Experience as a Product Manager/leader across the complete product lifecycle (new software product development, in-life management and end of life)



- Experience working with Agile software development methodologies, in the role of Product Manager & Owner
- Demonstrated ability and desire to handle multiple projects and responsibilities at one time
- Adept at influencing management across a variety of functional processes including manufacturing, supply chain, technology, product stewardship, finance, etc
- Excellent oral and written communication skills including customer contact experience
- Demonstrated command of basic financial metrics and ability to manage outlook process
- Strong ability to gather and analyze information and develop logical implementation/ communication plans
- Able to understand and communicate the voice of the customer
- Product Marketing experience an advantage

5. PRINCIPLE REQUIRMENTS	
Driving Results	The ability to focus oneself and others on achieving specific outcomes. Demonstrates concern for achieving or surpassing results against an internal or external standard of excellence in order to gain sustainable competitive advantage.
Leading People	Establishes a strong direction and a persuasive future vision in order to build a sustainable high performing culture across the organisation. Engages people with honesty, integrity, and enthusiasm; empowering them to succeed, even in the most challenging of situations. Communicates with clarity and conviction at all times.
Strategic Decision Making	Analyses and uses evidence to evaluate options before arriving at well reasoned justifiable decisions. These decisions will transform the business in the long term, whilst taking into account the potential for short term business unit conflicts. Is able to step beyond accepted thinking to create new business concepts.
Business Awareness	Applies in-depth understanding of the value drivers of the industry & company, to improve effectiveness & profitability. Creates sustainable competitive advantage by transforming the business model of the industry. Understands agendas and perspectives of others, recognizing and effectively balancing the interests and needs of one's own group with those of the broader organisation.
Collaboration & Influencing	Overcomes significant cultural, historical or industry barriers to create teamwork amongst groups that are



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	actively in opposition, leading to outstanding business practices. Demonstrates respect for the opinions of others, keeping people informed & up to date. Shares information and expertise with others to enable them to accomplish group goals. Delivers business objectives through creating an inclusive environment, encouraging collaboration, challenging assumptions and building effective partnerships.
Customer Focus	Recognises both internal and external customer's needs and balances available resources and skills to strive to exceed them. Acts as a strategic business partner to the internal and external customer to develop new relationship models which change the company and industry dynamics. Considers the potential impact on internal and external customers when making key decisions. Takes personal responsibility for resolving issues when highlighted by internal and external customers.
Driving Change	Drives and creates a culture of innovation and change, constantly striving to improve themselves and those around them. Actively allows people to be innovative and take managed risks in order to create sustained competitive advantage. Engages the motives, values and goals of individuals to achieve group commitment in order that they are enthused to implement and sustain the desired change.
Teamwork	
Influencing and Communication Skills	
Problem Solving	
Continuous Improvement	

	Name	Signature	Date
Job Holder			