

## **Product Manager - Mobile Advertising**

Five or more years experience in product management, mobile software development, requirements gathering, PRD creation, use case development, user interface design and product release/launch for software applications

### **Job Description:**

GoldSpot Media is looking for a bright, technical Product Manager to lead its Mobile Advertising product line. You will work with cross-functional teams on new products, as well as enhance existing products. You will be responsible for the product throughout the execution cycle, including: gathering product requirements and use cases, creating design concepts, defining product user interface, working closely with engineering and sales to implement and launch the product into the market.

### **Primary Responsibilities:**

- \* Spearhead the next generation of 360 mobile advertising products for apps, web and tablets
- \* Support Sales and Marketing in customer meetings
- \* Identify and prioritize product requirements and develop PRDs for ad-serving logic and partner integrations.
- \* Create use cases, UI flows/wireframes
- \* Work closely with Engineering, QA and Project Manager to address bugs, review test cases, etc. to ensure a high-quality product.
- \* Conduct usability tests through customer advisory panels.
- \* Provide hands-on flushing out of usability problems and bugs, ensure timely fixes.

### **Requirements:**

- \* Two or more years experience in requirements gathering, PRD creation, use case development, user interface design and product release/launch for mobile software applications
- \* Two or more years experience in an advertising technology company (Mobile preferred)
- \* Three or more years experience in mobile product development (Hands on)
- \* Strong analytical and problem solving skills
- \* Proven ability to work with cross functional teams and work closely with engineering
- \* Very detail-oriented
- \* Experience in a fast paced startup environment a plus
- \* Bachelors degree required; BSEE or BSCS, MBA is a plus
- \* Position is based in Sunnyvale, CA, No relocation
- \* 20% international travel