

Mobeyond – Senior Product Manager

We're looking for a Senior Product Manager

As a Product Manager, you own the strategy, roadmap, execution, and commercial success of a portfolio of products and services. You ensure that solutions solve real customer and market problems while supporting the organization's strategic objectives, growth ambitions, and profitability. You act as the bridge between customers, market stakeholders, management, Sales, Marketing, IT, UX, Operations, and other business teams, translating market insights into scalable and customer-centric solutions.

You are responsible not only for defining and delivering product strategy and roadmaps, but also for driving product adoption, customer retention, revenue growth, and portfolio performance. Through a combination of market insight, customer understanding, business acumen, and data-driven decision making, you ensure products achieve measurable business outcomes and create sustainable competitive advantage.

Key Responsibilities:

Product Strategy & Portfolio Management

- Define and maintain the product vision, strategy, and roadmap aligned with company objectives.
- Translate strategic priorities into actionable product initiatives and measurable outcomes.
- Identify and prioritize product portfolio opportunities based on customer needs, market potential, business value, and strategic fit.
- Manage the full product lifecycle from ideation and launch to growth, optimization, and retirement.
- Drive innovation and continuous improvement initiatives across the product portfolio.
- Evaluate emerging technologies, regulatory changes, industry trends, and competitive developments.

Market & Customer Insights

- Conduct market analysis, customer research, customer interviews, and competitive benchmarking.
- Act as the voice of the customer and market throughout product decision-making processes.
- Translate customer pain points and market opportunities into actionable product requirements.
- Develop a deep understanding of customer journeys and user experience improvements.

Commercial & Business Ownership

- Own the commercial success of the product portfolio.
- Develop business cases and investment proposals for new products, features, and initiatives.
- Define pricing strategies and pricing models in collaboration with Finance and commercial stakeholders.
- Monitor revenue growth, profitability, margins, adoption, and return on investment.
- Identify and drive upsell, cross-sell, and portfolio expansion opportunities.
- Build and maintain product business plans, forecasts, and growth targets.
- Support strategic customer engagements and executive-level discussions.

Go-to-Market & Product Adoption

- Own and coordinate go-to-market strategies for new products, features, and services.
- Define product positioning, market segmentation, and value propositions.
- Collaborate with Sales and Marketing on commercial launch plans and growth initiatives.
- Develop sales enablement materials, customer presentations, value-selling frameworks, and competitive positioning.
- Support internal training initiatives to ensure successful market adoption.
- Measure and optimize product adoption throughout the customer lifecycle.

Stakeholder Management & Cross-Functional Leadership

- Act as the central connector across Product, Sales, Marketing, Customer Care, Finance, Operations, and Technology teams.
- Lead cross-functional product initiatives and strategic projects.
- Facilitate decision-making and alignment between business and technology stakeholders.
- Collaborate with application teams and architects to validate feasibility and prioritization.
- Build strong relationships with strategic customers and external partners.

Performance & Data-Driven Product Management

- Define and monitor product KPIs and performance metrics.
- Analyze customer behavior, adoption trends, usage data, and financial performance.
- Drive product decisions based on data, customer insights, and business impact.
- Continuously optimize the portfolio to maximize customer value and company performance.

Who are we looking for?

Education

- Master's degree in Business, Economics, Engineering, Information Technology, or equivalent through experience.

Languages

- Fluent in English and Dutch. French is considered a strong asset.

Experience

- Minimum 8 years of experience in Product Management, Digital Platforms, SaaS solutions, or related domains.
- Proven experience in developing and executing product strategies and roadmaps.
- Strong understanding of procurement and transactional business processes.
- Experience launching products and driving adoption in B2B environments.
- Experience collaborating with commercial and customer-facing teams.
- Demonstrated ability to develop business cases and transform market opportunities into profitable business outcomes.

Business & Commercial Competencies

- Strong commercial mindset and business acumen.
- Experience developing and executing go-to-market strategies.

- Strong understanding of pricing, product profitability, and revenue management.
- Ability to balance customer value creation with commercial objectives.
- Experience in portfolio management and business case development.
- Strong analytical capabilities with the ability to interpret financial and operational data.
- Ability to identify and capitalize on growth opportunities.
- Understanding of customer acquisition, retention, upselling, and cross-selling principles.

Leadership & Soft Skills

- Strong strategic thinking capabilities.
- Excellent stakeholder management skills.
- Ability to influence and align senior leadership and cross-functional teams.
- Strong communication and presentation skills.
- Customer-centric mindset.
- Results-driven and outcome-oriented approach.
- Strong project and change management skills.
- Ability to operate effectively in fast-changing environments.

Success Metrics (KPIs)

The Product Manager is expected to contribute directly to:

- Revenue Growth
- Product Adoption
- Customer Retention
- Product Profitability & Margin Improvement
- Customer Satisfaction (NPS / CSAT)
- Cross-Sell & Upsell Revenue
- Portfolio ROI
- Market Penetration
- Time-to-Market
- Strategic Initiative Delivery

What do we offer?

- A strategic role in a fast-growing, future-focused company
- A collaborative and supportive work environment
- Flexible working conditions (hybrid model)

<https://mobeyond.eu/en>