



## Are You Our Head of Product?

Podopolo is seeking a consumer-centric, traction-focused, and collaborative Head of Product responsible for driving customer delight and unparalleled differentiation in a competitive market across the digital and mobile consumer, podcaster, and advertiser product experience. The Head of Product will play a pivotal role in the future of our company, responsible for the overall product roadmap and continued development and enhancement of our products.

### Highlights

#### Responsibilities

Own the strategic product plan, innovation roadmap, and product management for Podopolo in alignment with the Company vision, mission and strategic objectives and metrics.

Drive and prioritize product development process day-to-day through agile cycles to meet customer needs and strategic requirements with a disciplined cadence of releases and updates.

Analyze customer needs, current market trends, competitive landscape, technological innovation, and potential strategic partnerships and continually elicit and monitor user and customer on-app behavior and app analytics to optimize features, design, user experience towards growing traction and engagement.

Lead, manage and mentor a team of product managers, and partner with cross-disciplinary team leadership (design, software engineering, data analytics, user experience, product marketing, sales, operations, and finance) to deliver the best possible consumer and customer experience.

Maintain expert-level understanding of listening, viewing and interactive needs of shared interest communities, podcasters, and advertisers, to innovate to deliver unparalleled and differentiated value for them.

#### Qualifications

At least 8 years' demonstrated success in a leading product management role, with a proven track-record launching, managing, and optimizing start-to-finish B2C/DTC/B2B2C and mobile-first products, innovative new features, and regular updates in a fast-growth startup environment.

Demonstrated success in creating innovative, user-friendly mobile and web applications in digital or social media, e-commerce, and/or gaming apps.

Proven leader of cross-disciplinary teams with an entrepreneurial spirit and high-level motivational skills, and demonstrated success in leading and mentoring design and development teams in a remote environment.

Customer-focused with proven UX/UI expertise, able to define product features from a customer perspective while continually innovating for differentiation and fast growth in a competitive market.

Technical aptitude with an ability to understand and discuss architecture concepts, data-driven insights, programming languages, APIs, blockchain and AI.

## Overview

*Podopolo is a mission-driven interactive multimedia company dedicated to democratizing discovery and monetization of audio and video content, supporting independent content creators globally, elevating our social and digital discourse, and advancing a social impact mission for world-changing outcomes. The interactive Podopolo podcast app makes it easy and timesaving to discover perfect podcasts around interests and friendships, with AI 'matchmaking' tech that also helps creators grow their reach, amplify their impact, engage audiences meaningfully, and make money doing it. This is a fast-scaling, dynamic and venture-backed company offering innovative and differentiated products and services that meet the needs and wants of all our customers – podcasters, advertisers, and consumers. Podopolo's joyful "work from anywhere" team culture is based on innovation, collaboration, kindness, diversity, excellence, and accountability.*

**Podopolo is seeking a consumer-centric, traction-focused, and collaborative Head of Product responsible for driving customer delight and unparalleled differentiation in a competitive market across the digital and mobile consumer, podcaster, and advertiser product experience. The Head of Product will play a pivotal role in the future of our company, responsible for the overall product roadmap and continued development and enhancement of our products.**

For you, nothing beats the buzz of leading successful agile product development of a game-changing and fast-growing mobile app and platform with innovative AI-driven technology, social interactivity, and gamified user experience to assure fast growth in user traction, high net promoter scores, and growing revenue. You've got a proven track record as a Head of Product or Senior Product Manager, overseeing all elements of the product lifecycle to ensure customer, revenue, and strategic objectives are met in a fast-growing, entrepreneurial company. You are passionate about aligning product development efforts with strategic goals and assuring specific metrics are met consistently to enhance overall performance and growth.

In this role, you will report directly to the visionary CEO, and work closely the VP of Engineering to lead a growing team of engineers, data scientists, product marketers, and designers and collaborate closely with marketing and sales. In alignment with the Podopolo mission and strategic goals and metrics, you will own the research, discovery, prioritization and roadmap process for features and functionality that drive growing downloads, listener/viewer engagement and network effects, monetization, and impact. Your focus will be on assuring all our customers get an unrivalled experience that incentivizes them to evangelize for the product and brand.

If you're entrepreneurial and love the fast-paced journey from scrappy venture-funded startup to significant scale and want to be a leader in contributing to a joyful, creative culture of innovation while building the company valuation and your wealth, then read on.

As an ideal candidate, you are a confident, thoughtful, and collaborative leader with a keen eye for gaps and opportunities in a competitive industry, with a proven ability to strategize the full lifecycle of product production — from conception through disciplined product

releases and ongoing optimization of features that improve consumer experience and grow market share.

### **Responsibilities:**

- Own the strategic product plan, innovation roadmap and product management for Podopolo in alignment with vision and mission.
- Drive and prioritize product development process day-to-day through agile cycles to meet customer needs and strategic requirements with a disciplined cadence of releases and updates.
- Lead, manage and mentor a team of product managers, and partner with cross-disciplinary team leadership (design, software engineering, data analytics, user experience, product marketing, sales, operations, and finance) to deliver the best possible consumer and customer experience.
- Create and present visionary innovations (in front of customers and investors), strategic decision proposals, as well as the calculation of business cases.
- Analyze consumer and customer needs, current market trends, the competitive landscape, technological innovation, and potential strategic partnerships.
- Monitor product development sprints and evaluate results.
- Lead Product Marketing Managers to assess product mix and marketing strategy, and monitor and manage strategic marketing plans for each product or product feature.
- Continually elicit and monitor user and customer on-app behavior and app analytics to optimize features, design, user experience towards growing traction and engagement.
- Define metrics, product analytics, and systems to track product performance, feature usage, comprehension, and optimization, including cohort analysis and usability studies, in line with Company KPIs and strategic goals, and clearly communicate performance and use data to evaluate and prioritize roadmap.
- Facilitate compressed design sprints to meet functional and UX requirements.
- Maintain an expert-level understanding of the listening, viewing and interactive needs of a diverse audience of shared interest communities, as well as podcasters and advertisers, and how best Podopolo can continue to innovate to deliver unparalleled and differentiated value for them.
- Lead all aspects of launch customer pilot, product testing, user education, rollout, iteration, support, and feedback; Run beta and pilot programs with early-stage products and features.
- Lead A/B and multi-variate tests to gain market validation for hypotheses to improve conversion, daily active use, scalability and more.
- Become a key evangelist of Podopolo and participate in press activities, conferences, discussions with thought leaders and market analysts.

## **What We're Looking For:**

- Excellent customer-experience intuition backed and confirmed by testing and user data, with an ability to define product features from a consumer and customer perspective in alignment with Company KPIs.
- Demonstrated success in creating innovative, user-friendly mobile and web applications in digital or social media, e-commerce, and/or gaming apps.
- A unique blend of business and technical understanding to create and present decision proposals based on facts and facts from the market for the CEO and senior leadership, and implement these quickly and profitably. You can translate complex relationships and solutions into understandable and visual representations and strategies, as well as present these both internally and externally.
- Implementation proficiency, with a proven ability to translate strategic differentiators into detailed product requirements and leading the development and design teams in steady, sustainable, and consistent execution at a high level of excellence.
- Excellent communication skills and demonstrated success for building stakeholder buy-in for product vision and creating successful teamwork and collaborations.
- Technical aptitude, with an ability to understand and discuss architecture concepts, programming languages, APIs, and more.
- Strong analytical and quantitative skills, and comfort with data-driven decision-making and performing customer and operational analysis.

## **What You'll Need to Succeed:**

- At least 8 years' demonstrated success in a leading product management role, with a proven track-record launching, managing, and optimizing start-to-finish B2C/DTC/B2B2C and mobile-first products, innovative new features, and regular updates.
- Ability to work in an agile / lean startup environment.
- Proven UX/UI savvy and experience with global consumer digital and mobile apps, community-based interactive platforms, APIs, content optimization, and advertising is strongly desired.
- Domain expertise and technical knowledge across consumer-facing mobile apps, content, and omnichannel marketing.
- Able to craft go-to-market strategies and data-driven campaigns in collaboration with marketing.
- People leader with entrepreneurial spirit and high-level motivational skills, and demonstrated success in leading and mentoring design and development teams in a remote environment.
- Background in computer science and/or software engineering a strong plus.

- Aptitude for fostering effective interpersonal relationships across time zones and cultures as a team player in a fast-growth environment, always showing respect for diverse constituencies within our ecosystem.
- Startup experience, including demonstrable success working in rapidly growing organizations.
- Detail oriented and a ruthless prioritizer able to synthesize innovation and creative intuition with data driven KPIs, competing needs and opportunities, able to think outside the box to resolve technical issues and resource conflicts under tight deadlines.
- Bonus points for a technical background and experience with AI, AdTech, and gamification.

## **A Good Time to Join**

We are a venture-backed startup positioned for rapid scaling and revenue growth. We believe our success is all about having a great team and culture, and as much about we are “being” as what we are “doing”. We’re proud of the supportive, kind, creative, collaborative, cross-disciplinary, and diverse culture we built on Zoom and Slack during the Pandemic, where 100% of our team members say Podopolo is the best place they have ever worked. We’re now entering a rapid phase of growth as we grow our sales, marketing, and operational teams to match the excellence of our engineering team. The fruits of your contribution will reach millions of people right away.

## **Why join us?**

- Competitive base with accelerated commission, bonuses, and equity
- Excellent health, dental, vision and other benefits
- Accelerated career growth and investment in your learning and development
- “Remote First” flexible work environment
- Emphasis on results, not how or where you get it done
- Great people!
- A big mission to do good in the world!

## **[Apply Here](#)**

*Podopolo is a social impact company, committed to donating or investing 10% of its earnings to innovative startups and charities worldwide dedicated to solving some of the world's most pressing challenges. Podopolo offers equal employment opportunities to all applicants and employees. We are an LGBTQ-affirming, interfaith company committed to social justice, including women's rights, racial equality and equity, civil rights, disability rights, immigrant rights, and environmental justice. We encourage candidates who share these commitments and who have demonstrated capacity for thriving in and creating inclusive cultures and working effectively across differences to support an increasingly diverse clientele to apply.*