

## CURRENT OPENINGS | USA

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Job Title: **Senior Product Manager**  
Department: **Product**  
Location: **Santa Monica, CA, USA**

## ABOUT ADCONION

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Adconion Media Group is the largest, privately held independent global ad network and intend to position Adconion next to Google and Yahoo! Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customized technology and products designed in-house while delivering massive global reach across multiple platforms through a single network. The company provides innovative products and high ROI for advertisers and competitive revenues for publishers. Adconion reaches nearly 300 million unique users worldwide; 1/3 of the total global Internet population. In the U.S. Adconion grew faster than any other network – 62.3% – in the year ending November 2008, according to comScore Media Metrix. Adconion is also an international leader in evolving the ad network model to create, distribute and monetize video content via its video syndication product, AdconionTV, and branded content development and distribution arm, wholly-owned subsidiary RedLever ([www.red-lever.com](http://www.red-lever.com)).

The holding company is a UK company with corporate offices in the UK, Germany and the US. We have sales and media offices around the globe including Germany, France, Spain, Canada, the UK, the US, and Australia with more coming soon. In February 2008, Adconion completed a record US\$ 80 million of funding, and acquired Frontline Direct, a US based email and database marketing specialist. We won the Investor AllStars award for 2008 “Deal Envy of the Year” in addition to being named to the Library House list of the hottest 100 private mediatech companies in Europe.

Do you love online advertising, interacting with people and hyper-growth entrepreneurial environments? Are you interested in solving complex problems while learning more about the exciting online media industry and the business world at one of the most progressive online advertising companies? Adconion is looking for a talented and motivated individual with online advertising experience and strong analytical skills to join our team. Adconion’s work environment is fast-paced and intellectually demanding. We work hard, play hard and our passion for online media, technology and building the next global industry leader is at times overwhelming. We strive to provide a corporate culture and structure that attracts and retains super stars. Find out more on our website at [www.adconion.com](http://www.adconion.com).

## THE POSITION: SENIOR PRODUCT MANAGER

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The Senior Product Manager (“SrPM”) will provide strategic and tactical execution for key product initiatives. SrPM will author business cases, product requirements, and launch plans as part of a global product development team. This individual must possess exceptional communication and organizational skills, good technical knowledge, and excellent problem solving abilities. The SrPM will work with cross-functional teams (project managers, business development, engineers, operations, UI, marketing, and stakeholders from domestic and international business units) to develop and implement new features and components. The SrPM position is based in Santa Monica, CA and will report to the VP of Product Management.



## PRIMARY RESPONSIBILITIES

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- Functional level product ownership and companywide representation to all global business stakeholders
- Management and planning of product roadmap through project plans, project scoping, and functional specs
- Define and manage on-time release of project/roadmap deliverables
- Manage the expectations of stakeholders, communicate and manage tasks to a schedule and provide feedback to team members
- Be able to occasionally travel as necessary

## REQUIERD SKILLS/EXPERIENCE

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- BA/BS Degree (MBA a plus)
- 6 - 8+ years experience in product management (with software or Internet company preferred)
- In-depth Online Advertising product, market, and industry domain expertise
- Keen understanding of market needs, trends and optimal product positioning
- Manage numerous projects simultaneously to a successful completion
- Strong organizational and analytical skills with acute attention to detail
- Ability to work with people of all levels and personalities
- Outstanding written and oral communication skills

## WHAT YOU SHOULD BRING AS WELL

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The successful candidates will thrive in a competitive and fast-moving business environment while adhering to high ethical standards; will exhibit confidence, empathy and intelligence in discussions with business owners and marketing executives; will devote significant off-the-job time to improving their understanding of the online advertising world; will interact in a co-operative and friendly manner with co-workers; and will perform at a consistent and high level with minimal need for supervision or management. You must have a College degree and experience in MS Word, PowerPoint and Excel.

If you think you qualify for the above position please send your resume with a cover letter and salary requirements to [careers@adconion.com](mailto:careers@adconion.com). **Please indicate 'Senior Product Manager' in the subject line.**

