



Fulcrum Methods is a proficiency development company focused on the health care industry. We license, implement and train on methodologies that manage information technology and change management initiatives. Our methods are used by program and project resources as well as line personnel and staff.

The company is currently recruiting for the position of **Product Manager**. Interested parties should forward vitae and contact information to renmark@itoptimizers.com.

Position Summary

The Fulcrum Methods Product Manager is responsible for planning and management of FULCRUM products through the lifecycle, including

- Gathering and prioritizing product and customer requirements
- Defining product vision
- Working closely with technical developers, sales, marketing and support to meet revenue and customer satisfaction goals
- Working with clients
- Managing product resources
- Select development of work product, template, training materials

Key Accountabilities

The Product Manager is responsible for overseeing the entire product life cycle, from strategic and financial planning to tactical activities. Duties will be assigned as required, and will include:

- Serve as member of the corporate leadership team
- Manage key supplier relationships
- Maintain Executive Steering Committee and User Working Group relationships, including structured communications and regular meetings
- Define the product strategy and roadmap, budget, sales & marketing plan.
 - a. Product and market plans will include prioritized features and corresponding justification
 - b. Develop the core positioning and messaging for the product
- Oversee and manage methodology content development, inviting, managing and supporting content contributors, reviewing contributions, incorporating new content into releases as appropriate
- Set pricing to meet revenue and profitability goals
 - a. Deliver a monthly revenue forecast
 - b. Propose an overall budget to ensure success

- Interact with prospects, sales channels and channel partners to deliver relevant marketing and sales program
 - a. Work with external parties to assess partnership and licensing opportunities
 - b. Understand strengths/weaknesses of product and competitors in market
- Conduct business development activities, including initial prospect contacts, demonstrations and contracting efforts
- Work to develop media awareness and coverage
- Run beta and pilot programs with early-stage products and samples
- Track and manage product budget within set limits; oversee customer billing
- Customer satisfaction and adoption
- Act as a leader within the company

Required Skills & Experience

1. Minimum of 2 years experience in a Product Manager role
2. Demonstrated success defining and managing products (definition, development, launch, maintenance)
3. Minimum of 3-5 years in a job in the health care market
4. Experience using/developing structured project management methodologies
5. Excellent written, verbal and presentation communication skills
6. Bachelor's degree required; masters or higher preferred
7. Successful candidate will be able to produce written samples of effective product management documents
8. Excellent teamwork skills, proven ability to influence without formal authority
9. Must be willing and able to travel up to half-time (average)
10. Technical knowledge including: Microsoft suite products (Word, Excel, PowerPoint, MS Project, VISIO and Access), Daptiv
11. Knowledge of systems development life cycle, Six Sigma, LEAN, business process reengineering techniques
12. PMI experience desirable
13. Personal characteristics include: initiative, reliability, attention to detail, discretion and a sense of humor.