# Job Description

<table>
<thead>
<tr>
<th>JOB TITLE</th>
<th>Product Manager</th>
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<tbody>
<tr>
<td>DEPARTMENT</td>
<td>Research and Development</td>
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<tr>
<td>RESPONSIBLE FOR</td>
<td>No Direct Reports</td>
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<tr>
<td>RESPONSIBLE TO</td>
<td>Practice Lead, Product Management</td>
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<tr>
<td>CAREER LEVEL</td>
<td>4</td>
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**Key to our ability to scale and deliver great service to clients is the introduction and maintenance of standardised services.** The Research and Development team play a key role in defining and launching these services.

Each service must be productised in terms of sales collateral and process, service scope, operations automation and pricing.

## Business Management

- Produce monthly forecasts, activity and management reports
- Monitor performance against the budget, and ensure budget compliance
- Maintain an updated price list for Microsoft products and services
- Ensure the accurate billing and reconciliation of Microsoft products
- Establish and maintain relationships with the key business and technology stakeholders
  - Develop and maintain great working relationships with sales teams, services teams and third parties
  - Represent CDW as an authority on product management for services related to the CDW managed service and CloudCare propositions.
  - Proactively attend relevant vendor events and being the "go-to" individual for your aligned products and services
- Perform (internal or external) customer research using cost-effective means of gaining insight into the "voice of the customer"
  - Conduct and manage market research collectively with sales teams to define appropriate market rate pricing for new services
- Facilitate and drive alignment among key stakeholders, provide support to Business Development Managers during the sales process
- Work with key stakeholders to develop and refine business and pricing models for the product. Create

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File Name: Product Manager  
Owner: Coworker Services  
Classification: Public Information  
Version: 2.0
cost models for services in collaboration with FP&A/Finance representatives
• Continually monitor and optimise the product while in market.
  ○ Identify and champion toolsets that complement CDW services
  ○ Utilise and help refine CDW standards for product design and management

Product Delivery Management
• Ensure the company is prepared to deliver and support the product throughout its life cycle by owning the process of definition, prototype, launch, and refining of the products and services.
• Responsible for the creation, final release and approval of all associated documentation required for the on-going management of assigned products.
• Act as the "keeper and communicator of the vision"
  ○ Understand and clearly articulate the commercial proposition of each product and aspects of business justification both for CDW and the client
• Collaborate and coordinate with other product managers to avoid duplication and manage dependencies
  ○ Define and maintain a roadmap of future products and enhancements that is aligned with the overall business strategy and vendor roadmaps
• Collaborate closely with sales and delivery teams
  ○ Define, document and oversee internal process that support launched services
  ○ Provide effective training and workshops for various groups including sales and services on the products which have been designed before launch
• Collaborate and coordinate with relevant stakeholders to manage the flow of new ideas and align product/platform architectures and capabilities
  ○ Support CDW compliance with ISO 20000 focused on the design and transition of new or changed services alongside the removal of major services. Engage as required to support the on-going assessment and audit of this documentation and associated processes by 3rd parties, vendors and customers

• Travel Requirements
  ○ Moderate (will require visits to other CDW offices)
## KNOWLEDGE AND EXPERIENCE

- Experience with Microsoft Cloud services and products (Azure, Office 365 and CSP program)
- Experience working for a Managed Service Provider
- Experience and awareness of key elements of services including support, monitoring, maintenance and systems management.
- Awareness of a wide range of technologies and products including categories of Cloud (public, private and hybrid), Storage, Virtualisation, Compute, Networking, Security, Collaboration and Desktop.
- Familiarity with processes and methodologies for product management:
  - Conceive / take influence and assess market opportunity
  - Concept design
  - Scope and design
  - Manage the process of detailed design with peer experts
  - Validation/analysis/prototype
  - Sales documentation and training
  - Build & QA
  - Sales & Marketing
  - Delivery & Optimisation
  - Strong interpersonal skills with the ability to influence without authority
  - Accustomed to working with both technical & non-technical teams with the ability to understand and articulate technical details and commercial requirements to all audiences
  - Excellent organisational skills including time management and prioritisation
  - Good communication skills, presentation skills and stakeholder management
  - Good analytical ability to understand product performance data and market opportunity data

## PERSONAL ATTRIBUTES

- Naturally curious about and fluent in external or internal customer processes and problems and is obsessed with solving those problems effectively
- Passionate, particularly about the area of specialist focus
- Ability to own and execute a process to completion
- Ambitious, articulate, credible and pragmatic
- Quality and detail orientated
- Positive attitude and influence to others
- Excellent communicator
- Commercial aptitude to create appropriate solutions
- Able to create and drive an individual plan based on business strategy