

## Director of Product Management, Aviation Week | Business Intelligence, EAST COAST

**Informa's Business Intelligence (BI)** division provides specialist data, intelligence, and insight to our customers, helping them make better decisions, gain competitive advantage and enhance return on investment. Informa acquired **Penton Information Services**, a leading independent US-based Exhibitions and Professional Services Group, adding greater balance and breadth to the Informa Group. For Business Intelligence, Penton brings more than 20 attractive digital subscription data Brands and a portfolio of 100+ print and digital B2B insight products.

We currently have an opening within the **Transportation intelligence** business unit, for a newly created director-level head of product position. We are looking for a seasoned product management professional with a strong track record of helping solve market problems with world class products.

We are looking for an experienced **Director of Product Management** with a strong track record of helping solve market problems with world class products. This is an exciting opportunity to leverage the leading publications in the aviation industry – the **Aviation Week** suite – combining them with recently developed data products to grow the aviation business.

The senior product management professional will be responsible for the commercial success of a designated product set, including existing and new products. The person is charged with working with the management team to chart the strategic product roadmap, and for implementing that strategy at a tactical level. The ideal candidate will be a seasoned product manager who can apply best practices from established product management organizations. The position will report to the VP of Product for the Transportation business.

### Specific Responsibilities:

- Work with the head of product and the head of the business to create and execute strategies for maximizing the commercial potential of the Aviation Week publications and intelligence products, with short, medium and long-term goals.
- Support the product strategy by developing a deep understanding of aviation market trends, needs of prospective and current customers, as well as how customers use the current Aviation Week / Aviation Week Intelligence Network products and competitor products
- Translate that market knowledge into user personas and product positioning statements which serve as the blueprint for both plans to improve go-to-market activities and a major input into the product roadmap
- Develop clear and compelling roadmaps and priorities for each product, and support proposed strategies with detailed business case analysis for new products and product extensions.
- Work closely with business analysts and the product development team to ensure detailed requirements are built and to track progress on specific customer and product initiatives, from initial product concept through the full product lifecycle.
- Partner with Product Marketing to provide thought leadership around the product set and assist with product promotion and positioning in the marketplace.
- Serve as the voice of the market across the business, and be passionate about delighting customers via strong value propositions and top notch customer experience.



- Work closely with the Marketing, Product Management and Content teams to help identify new product opportunities to drive growth within the existing customer community and new adjacent customer sets.
- Work with the Marketing and Sales teams to articulate product value propositions and champion the products internally and externally.
- Track product metrics and manage to goals.

**Required Qualifications:**

- Bachelor's degree.
- 8-12 years of experience in product management in the information services industry.
- Strong product management experience and skills. Highly organized and attentive to detail.
- Excellent communication skills with the ability to communicate at all levels of the organization internally and externally.
- Team player who brings a sense of positive energy and the ability to influence, inspire and motivate cross-functional partners across the organization.
- Strong business acumen and analytical skills with the ability to construct and evaluate the different business model approach to maximize ROI.

**Preferred Qualifications:**

- Experience in the aviation market
- Advanced degree ideal
- Experience in B2B and a fast paced digital subscription business

To apply for this opportunity, please send your resume and a cover letter and salary expectations [APPLY HERE](#)

**About Informa:**

Informa's Business Intelligence (BI) division provides specialist data, intelligence and insight to our customers, helping them make better decisions, gain competitive advantage and enhance return on investment.

BI has a valuable portfolio of digital subscription products, providing business critical intelligence to global, regional and niche communities within five core industry sectors: [Pharma & Healthcare](#); [Finance](#); [Telecoms, Media & Technology](#); [Maritime & Law](#) and [Agribusiness & Commodities](#).

Informa is committed to equal employment opportunity for all employees and applicants for employment without regard to age, color, creed, disability status, gender, national origin, race, religion, sexual orientation or veteran status, or any other legally protected status.

