

## JOB DESCRIPTION

**POSITION: Director/Sr. Director of Product Management,**

**PREFERRED LOCATION: Toronto, Canada**

We are seeking an energetic and experienced Director of Product Management with a proven track record defining and executing winning product strategies for disruptive technologies targeting new and emerging market opportunities, in particular in the areas of application virtualization, cloud computing and mobile workspace infrastructure management.

You will join a team responsible for defining, designing, architecting, building, managing and supporting the industry's breakthrough virtualization platform (Glassware), and extending and optimizing that platform for a whole new class of Cloud-Native applications. Applicants must have solid track record in successively taking on breakthrough technologies in enterprise IT solutions area and growing new lines of the business from the ground up and strong working relationships across all the internal and external stakeholders.

### **Responsibilities:**

- \* Define and drive the overall business, product, and technology strategy based on a holistic understanding of the industry landscape, market dynamics and competitive environment
- \* Interact with customers and partners to define market requirements and translate into product requirements, working closely with engineering to ensure delivery
- \* Create and execute the product roadmap, in close collaboration with engineering
- \* Work closely with rest of the WW Marketing team to define and execute the go-to-market plan
- \* Represent and evangelize Sphere3D's app virtualization and mobile/cloud workspace management products and solutions in key customer engagements, conferences, and other venues
- \* Longer term build a world-class team of product managers in support of growth

### **Qualifications:**

- \* 10+ years of experience leading teams in product management, product marketing, and strategic technology alliances specifically in the enterprise IT infrastructure software and systems solutions market.
- \* Knowledge of IT infrastructure product offerings, especially in the virtualization, cloud, infrastructure management, and mobile/cloud application infrastructure areas
- \* Demonstrated experience of taking breakthrough technologies inspired market opportunities and articulating them in the form of detailed MRD's and PRD's that crisply articulate customer pain points, desired value proposition, and potential solution areas that are further calibrated with clear sustainable business model built on differentiated value prop that is vetted through early assessment and validation
- \* Strong technical understanding of mobile application delivery and virtualization products such as AppV, XenApp as well as technologies such as MS terminal service and MS RDP are required.

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- \* Previous experience of SaaS and cloud based software and services delivery and comprehensive understanding of the related pricing and business model is a big plus
- \* Demonstrated ability to be effective in working with engineering teams to clearly define deliver the right solutions to market, at the right time
- \* Excellent interpersonal, written and verbal communication skills. Ability to explain technical concepts to a non-technical audience. Public speaking experience and comfort
- \* Team player. Strong drive. Self-starter. Willing to take leadership role in driving initiatives, and working across organizations
- \* Experience and skill in building and managing teams and motivating people towards delivering top performance and outcomes
- \* Technical (preferably in computer eng/science, information science) undergraduate degree is required. MBA is highly desirable.
- \* Travel of 20-30%