

**Technical Product Manager,
Creatives**



Phone :

Web :

Job Summary

Vacancy :

Deadline : Aug 25, 2024

Published : Jul 25, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

StackAdapt is a self-serve advertising platform that specializes in multi-channel solutions including native, display, video, connected TV, audio, in-game, and digital out-of-home ads. We empower hundreds of digitally-focused companies to deliver outcomes and exceptional campaign performance everyday. StackAdapt was founded with a vision to be more than an advertising platform, it's a hub of innovation, imagination and creativity.

As part of StackAdapt's Product team, you'll craft solutions that empower our clients. Each day as a Technical Product Manager here is dynamic, presenting unique, and intriguing challenges.

As a Technical Product Manager on our Creatives team, you'll work collaboratively across our teams to design, build, and launch solutions that delight our clients. You've shipped successful digital products before, and have a bias for strong, data-informed action that ensures we build the right thing for our customers. Your responsibilities will be dynamic – you will be helping to expand our creative automation capabilities, working very closely with our design, engineering, data science and reporting team to determine not just the 'Why?' of a product but also the 'How' of the product. Ultimately, you should be able to create clarity out of technical ambiguity and guide teams to create high-quality user experiences.

StackAdapt is a Remote First company, we are open to candidates located anywhere in North America for this position.

What you'll be doing:

- Engage closely with our product and engineering teams, working hand-in-hand with world-class engineers, designers and other product managers to lead end-to-end product development. This encompasses everything from understanding user needs and market opportunities to having the technical know-how of how to solve for those needs
- Conduct in-depth research and validation of user needs and market trends, and adeptly translate these insights into clear and actionable product requirements for the development team
- Partner closely with Engineering and Data Science team to understand resource and technical constraints and identify solutions to brand new initiatives
- Research and maintain expert knowledge on creative performance frameworks, understand how such products are successfully managed in other large enterprises, and use that knowledge to help inform our decisions on whether to buy, build, or partner
- Define the strategy and roadmap for products focused on creative A/B testing, reporting, and creative performance analysis
- Take charge of ensuring that clients successfully realize value through the tools and technologies we provide
- Monitor and measure client satisfaction, and iterate on features and functionalities to meet evolving needs
- Contribute to refining and enhancing the product team's process for discovering, validating, designing, and developing features
- Continuously seek opportunities to innovate and improve product development workflows
- Engage with stakeholders across various functional teams to drive effective and useful product deliveries
- Foster a collaborative environment that encourages open communication and knowledge-sharing
- Become an authoritative figure in Martech and understand the competitive landscape, evolving market needs, and their alignment with StackAdapt's mission and vision
- Address client queries related to the product portfolio and collaborate with customer-facing teams to resolve issues. Assist in the triage of bugs and regressions as they arise.

What you'll bring to the table:

- Proven experience as a Technical Product Manager in a tech company; where you've shipped large, complex software products before (and can speak to their successes)
- You have strong experience within the Advertising technology, marketing technology or analytics space
- A Computer Science or Engineering background - ensuring that you can intelligently communicate with all stakeholders about technical tradeoffs and product details
- Proficiency in API integrations, machine learning models, automation and generative AI technologies, enabling sophisticated automation and intelligent solution development
- Your communication is crisp, clear, and effective whether written or verbal - and you always know your audience
- Empathy for all stakeholders - you have no problem being "in their shoes", and have strong diplomacy skills that encourage cross-team collaboration
- Ability to derive insights from data, whether it be through SQL queries or analytics tools like Grafana, Pendo, or Mixpanel, to justify your product decisions
- An in-depth understanding of Lean, Agile, and Product Management best practices as well as design thinking, inclusive design and usability heuristics
- You prioritize projects with reason, clarity, and purpose - ensuring alignment across the stakeholders you're involving and the KPIs you're measuring
- You lead by influence, not formal authority

StackAdapters enjoy:

- Competitive salary + equity
- RRSP/401K matching
- 3 weeks vacation + 3 personal care days + 1 Culture & Belief day + birthdays off
- Access to a comprehensive mental health care platform
- Health benefits from day one of employment
- Work-from-home reimbursements
- Optional global WeWork membership for those who want a change from their home office
- Robust training and onboarding program
- Coverage and support of personal development initiatives (conferences, courses, etc)
- Access to StackAdapt programmatic courses and certifications to support continuous learning
- Mentorship opportunities with industry leaders
- An awesome parental leave policy
- A friendly, welcoming, and supportive culture
- Our social and team events!

If this role speaks to you then please submit an application - we'd love to speak with you. Due to a high volume of interest, only those shortlisted for interview will be contacted.

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StackAdapt is a diverse and inclusive team of collaborative, hardworking individuals trying to make a dent in the universe. No matter who you are, where you are from, who you love, follow in faith, disability (or superpower) status, ethnicity, or the gender you identify with (if you're comfortable, let us know your pronouns), you are welcome at StackAdapt. If you have any requests or requirements to support you throughout any part of the interview process, please let our Talent team know.

About StackAdapt

We've been recognized for our diverse and supportive workplace, high performing campaigns, award-winning customer service, and innovation. We've been awarded:

[Ad Age Best Places to Work 2024](#)

[G2 Top Software and Top Marketing and Advertising Product for 2024](#)

[Campaign's Best Places to Work 2023 for the UK](#)

[2024 Best Workplaces for Women](#) and [in Canada](#) by Great Place to Work®

[#1 DSP on G2 and leader in a number of categories including Cross-Channel Advertising](#)

#LI-Remote

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
