



Ecrio, Inc

Position: Director, Product Management

Focus: Communication Client Products

Location: Cupertino, CA USA

About Ecrio and Our Products

Ecrio is the leading supplier of real-time communication and commerce client software solutions for the mobile industry. The Company's communications solutions include device software products for rich media and IP communications. The company's mobile commerce solutions include electronic payment and redemption solutions. Ecrio was founded in 1998 and is headquartered in Cupertino, California USA with R&D and support centers in Cupertino, Japan, Korea, and India. The company is privately held with external funding provided by leading investment firms and leading companies including NTT DOCOMO and Visa, Inc. Ecrio's customers include industry leaders in mobile and fixed-mobile communications including NTT Docomo, SK Telecom, and Verizon Wireless and numerous device suppliers. For more information see www.ecrio.com.

Ecrio's Communication Products portfolio includes:

1. The Ecrio FastTrack™ client middleware framework that delivers rich IP communications functions to multiple on-device applications running in most common application environments, including native 'C', Java, Flash, and widget capable browsers, across a variety of device types and platforms. The functional categories include:
 - a. Contacts management
 - b. Real-time situation awareness (presence and location)
 - c. Conversational and rich messaging
 - d. IP voice calling
 - e. Peer-to-peer content sharing (video, images, files)
2. A portfolio of modular standards and technology enablers and application engines that perform the functions within the framework, interoperate with network and service infrastructure systems, and adapt to a wide variety of devices.
3. Solution Kits: The Ecrio products are packaged in three solution kit/SDK products for use by operators and device suppliers to customize and install the client solution on devices, an Application Development SDK to create applications, and an Interoperability Test Kit for use by infrastructure suppliers and operators for end-to-end testing and optimization.



Director of Product Management – Position Description

Product management is an integral part of the overall product and marketing function of the company. The Director of Product Management works directly with engineering, marketing, and sales internally along with key customers and partners externally to ensure the effective management and success of the communication client products line throughout the product and business life-cycle.

Responsibilities

1. Product – Market requirements and product definition. Acquisition and integration of industry standards, operator, device supplier, and partner technical and business requirements. Aggregating and prioritizing requirements and product definitions covering standards and technology, end-to-end communications, service delivery and customer / user experience.
2. Business analysis and planning. Formulation and validation of economic and commercial value of the products, investment requirements and opportunity costs, timelines, barriers, risks and mitigations.
3. Formulation and validation of the product roadmap based on market, business, and technical factors
4. Formulation and validation of business and pricing models.
5. Go-to-market and key customer engagement. Formulation, content, and support for go-to-market strategy, planning and implementation. Direct support of marketing, sales and engineering.
6. Competitive and market analysis and response.

Requirements:

1. In-depth knowledge and understanding of mobile and fixed-wireless-mobile industry, market, operator and device supplier business and technical priorities and requirements. Includes specific knowledge of industry initiatives such as RCS, One Voice / VoLTE, Enhanced Messaging, all relevant 3GPP, OMA, and IETF standards, leading infrastructure practices, and leading operator and device supplier plans and requirements.
2. In-depth knowledge and experience related to mobile and fixed-mobile client software architecture, development, and applications including major platforms, operating environments, application environments and the key suppliers.
3. Understanding and current working knowledge of end-to-end mobile and fixed-mobile network and service infrastructure systems, standards and the key suppliers.
4. Broad knowledge of major device-platform categories including mobile phones, MIDS, PC's, set-top-boxes, personal game and information appliances, mobile enterprise devices.
5. Current understanding of the device supply chain and related industry ecosystem business, technology and products.
6. Technical depth, business acumen, and customer engagement and relationship skills.
7. Well developed and effective formal and informal communication, verbal and written, in English. Other languages are desirable.
8. Significant education and work experience commensurate with the technical and business requirements and level of responsibility and accountability.

Organizational Reporting: Vice President, Products

Direct working relationships and involvement: VP Marketing and team, VP Engineering and team, Sales, Executive Staff