



Title: Product Manager, WeatherTRAK
Location: Petaluma, CA
Reports to: Vice President of Product Management & Marketing

Overview

HydroPoint is looking for an energetic and disciplined product manager to manage its cloud-based web service for enterprise irrigation control and water management. Tens of thousands of landscape contractors, irrigation managers, property managers, and sustainability executives rely on HydroPoint systems to keep their portfolio of sites running efficiently and in compliance with local water restrictions. Join a fast-moving company disrupting the water management industry using big data, IoT, and a blend of services and software.

As a business manager with P&L responsibility for product line management, this individual needs to capitalize on the huge growth opportunity in the water management market, identifying opportunities, developing and managing a product line. They develop product plans, marketing and product requirements, define the user experience, set pricing, craft product messaging and positioning, and have end-to-end responsibility for the success of their product.

They provide vision and leadership to a cross-functional team responsible for developing and bringing to market exceptional product experiences. They interface with Sales, Design, Engineering, Quality Assurance, Business Development, the executive team, customers, distributors and resellers, solutions partners, press, analysts, and industry consultants. They have bottom-line responsibility for the growth of their business.

Key Responsibilities

- **Business planning:** Develop a forward-looking business strategy and product plan which defines market trends, technology and environmental shifts, opportunities and risks and a specific plan for market development for cloud control of irrigation across a single commercial site or thousands of locations, as well as savings performance against historical data and water budgets. Provide the company with a sense of direction.
- **Product definition:** Define, through a thorough understanding of customers' needs and environments, the specific sets of features required to deliver new products with a competitive advantage, which meet customer's needs by delivering important benefits and which they will value more highly than the competition.
- **User experience:** Develop a strong understanding of customers' workflow; define and implement user interfaces that effectively support their activities, are approachable and easy to use.
- **Positioning:** Identify and develop product line positioning that uniquely differentiates HydroPoint as the optimal supplier of water management systems for commercial applications. Use this positioning as another tool in our company's arsenal to differentiate our offerings in a manner that potential customers highly value, and to achieve greater competitive advantage.
- **Pricing:** Set product pricing and use it as a tool to gain competitive market share while maximizing overall profitability.



- Promotion: Work with the growth marketing team to define merchandising and promotional vehicles, such as sales literature, direct marketing campaigns and trade show participation which help to make more potential customers aware of how our solutions better fit their needs than any alternatives. Define the messages and develop the content for these materials. Manage the introduction of new products and services to the market.
- Management: Provide strong leadership to a multi-functional product team to focus their activities on delivering solutions that most effectively meet our customers' needs, rapidly bringing new technologies to market.

Required Skills & Experience

- Bachelor's degree and at least 5 years experience in web & mobile product management.
- Experience with resource (water, solar, etc) a plus.
- Mechanical engineering background a plus.
- Experience with landscaping and irrigation technology a plus.
- Direct experience moving a product from concept to launch.
- Proven track record of success.
- Outstanding presentation, communication, and problem solving skills.
- Self-directed, highly independent, and excellent time management skills.
- Ability to translate customer needs into technical requirements.
- Team player who works well with sales, engineering, and executive staff.
- MBA a plus.

About HydroPoint

HydroPoint is the leader in smart water management solutions, helping companies to maximize water savings, reduce operating costs, minimize business risks, and achieve sustainability goals. An EPA WaterSense® Partner of the Year, the company combines the latest in IoT technology, data analytics, and automation to optimize irrigation, flow management, and leak detection across an entire site. HydroPoint solutions deliver visibility and control for a broad range of commercial, government, education, and community applications. Located in the San Francisco North Bay, HydroPoint has been helping the world save, and not waste, water for more than 15 years. Our mission is to make the best and most efficient use of our world's most important resource.

HydroPoint provides a competitive compensation package including salary, incentive stock options, 401(k) retirement plan, paid time off and holidays, and comprehensive health benefits.