EDO

Product Manager at EDO

New York, NY | San Francisco, CA | Los Angeles, CA

EDO (https://www.edo.com) was founded in 2015 to transform how data is used within the Media, Entertainment, and Advertising industry. We have built a new standard by which advertisers understand the impact of their advertising with Ad EnGage (https://www.edo.com/products/ad_engage/), which is the first of its kind always-on-data platform that measures the effectiveness of TV video advertisement in real time. To continue our record of transformative products, we recently released the world's first ad intelligence product for streaming (Hulu, Peacock, etc). Now we are focused on developing a measurement platform to finally quantify the impact of all premium video advertisements on real business outcomes. 2021 is a huge growth year for EDO as we significantly expand our clients, revenue, access to capital, and team.

EDO is looking for a Product Manager to lead the development of our Ad EnGage user application. As an enterprise SaaS company entering our next stage of growth, the user app is key to our future success and scale because it enables self service and drastically increases our usage. The user app plays the key role in enabling clients to access, analyze, and share EDO's data and insights.

As Product Manager, you will own and execute the product vision for the Ad EnGage user app. You will lead a world-class team of engineers, designers, data scientists, and analysts in an agile development process. You will interact directly with C-suite clients to understand their needs. You will evengalize the use of EDO's data and insights and make the data accessible to both light and power users. You will report to the CTO & Head of Product and lead a product team that directly collorabates with the CEO and other senior leaders. You will be joining a lean product team where you will have ample opportunity to take on more responsibility and growth.

To be successful in the role, you have at least 6 years of experience as a product manager, ideally for an enterprise data product. You take full ownership of the product vision and roadmap and demonstrate exceptional product sense and decision making. You are a leader and expert in cross functional project management and know how to ship impact. You thrive in a start-up environment and can handle the ambiguity and pace. You know how to balance the needs of the market with the needs of an individual client. You are able to translate complex analytical concepts into simple to digest insights while giving power users the necessary tools to power their own analytics.