

## JOB DESCRIPTION

Job Title	<b>Product Manager - Channel Partnerships</b>
Reports To	Principal Product Manager
Responsible For	N/A

### Purpose

With our Channel Partners and the Blackford Partnerships team, you will assist partners with their integration of the Blackford product suite and the launch of products and services that fit seamlessly into their customers' workflow and unlock the benefits of medical imaging AI.

You will help us to deliver an exceptional experience for our valued partners by leading the set-up and management of an ongoing program aimed at creating strong collaborative relationships with channel Product teams, ensuring regular and meaningful engagement, and promoting clear and effective communication.

As the owner of the channel roadmap, you'll contribute to our joint revenue growth and continued success by realizing new capabilities and services of value to channel customers and the partner themselves.

### Responsibilities

#### Discovery

- Develop a deep understanding of Blackford Channel Partners, their customer types and their use cases for AI in the enterprise.
- Maintain close relationships and consult regularly with Blackford Channel Partners to identify opportunities for creating additional value.
- Analyze Channel Partner feature requests, taking opportunities where appropriate, to realize generic capabilities of value to the broader ecosystem.
- Understand the market and competitive landscape, identifying emerging trends and potential opportunities.
- Use appropriate discovery, research and validation techniques to identify and assess new ways to realize value, being clear on the opportunity and problems being solved and how we can best address them.

#### Delivery

- Create and deliver the Channel Partner roadmap, ensuring that it is well communicated and aligned with the goals of both Blackford and our partners.
- Ensure that prioritization decisions made are "well balanced", considering multiple perspectives and data points.
- Communicate product requirements effectively, creating documentation appropriate to the stage in the product lifecycle.
- Work with a dedicated cross-functional team to plan and scope initiatives, aiming to deliver value incrementally and as quickly as possible. Provide support to the team throughout the development phase, participating in ceremonies as appropriate.
- Manage the successful end-to-end delivery of your product initiatives, tracking and communicating progress and effectively managing risks and issues.
- Ensure ongoing compliance with industry regulations by following the product lifecycle process and completing the necessary actions and creating/updating the required documentation.

- Understand healthcare system interoperability and security requirements (EHRs, PACS, RIS, reporting systems, etc.) to ensure platform meets IT and security requirements now and in the future.

#### Evaluation

- Track and objectively report on product performance using a variety of sources and identify and prioritise improvements and optimizations as appropriate.

#### General

- Create and maintain internal and external product documentation.
- Provide support to Blackford colleagues as required, for example, in Sales or Operations.
- Comply with information security requirements as detailed in the Information Security manual.

### Competencies

Specialist job related knowledge and/or qualifications	<p>Desirable</p> <ul style="list-style-type: none"> <li>• Understanding of medical imaging and standards, as they apply to medical informatics.</li> <li>• Experience in managing/developing solutions in a regulated Medical Device environment.</li> </ul>
Job related skills / behaviour	<ul style="list-style-type: none"> <li>• Proven Channel Partner Product Management experience.</li> <li>• Strong leadership and project management skills.</li> <li>• Takes a customer-centric approach, ensuring that product decisions are aligned with meeting and exceeding their needs.</li> <li>• Able to collaborate and communicate effectively with technical and non-technical stakeholders at all levels.</li> <li>• Excellent written and verbal communication skills.</li> <li>• Strong analytical and problem-solving skills.</li> <li>• Able to effectively handle multiple, simultaneous projects at the same time.</li> <li>• Technically astute, can build a good understanding of technical concepts in order to successfully manage a platform product.</li> <li>• Works independently under limited supervision.</li> <li>• Comfortable in a fast-paced environment and is flexible to changing priorities and market conditions.</li> </ul>