

## Senior Product Manager (Solutions & Insights)

JD Number	JD-000
Reports To	VP Product Management
Direct Reports	2 direct reports

### Purpose

The Senior Product Manager, Solutions & Insights will play a pivotal role in Blackford's strategic AI initiatives for healthcare enterprises. With a deep focus on market differentiation, the Senior Product Manager will develop and lead product strategies, establish relationships with key opinion leaders (KOLs), channel partners and industry organisations, and monitor market trends to shape strategy and roadmap. This role also involves presenting at industry conferences and driving thought leadership through insights shared internally and externally.

### Responsibilities

#### Product Leadership

- Drive product innovation initiatives with luminary customers and channel partners
- Lead a team of Product Managers focusing on commercial product initiatives, including channel management and strategic growth opportunities.
- Collaborate with cross-functional teams to define product strategies and prioritise initiatives aligned with organisational goals.

#### Market Analysis and Insights

- Gather and analyse data from internal and external sources to monitor market and economic conditions relevant to AI trends.
- Continuously track the innovation, regulatory, standards and reimbursement landscape for AI technologies in healthcare.
- Develop a deep understanding of competitor activities, maintaining competitive intelligence and identifying opportunities for differentiation.

#### Stakeholder Engagement

- Build and maintain relationships with KOLs, industry organizations, and collaboration sites to stay informed on AI and healthcare trends.
- Partner with sales teams to gather market insights and win-loss intelligence, using these insights to shape business strategy and product roadmaps.

## Thought Leadership and Communication

- Drive Blackford's thought leadership position by creating content, delivering presentations, and building relationships with influential industry stakeholders.
- Represent Blackford at industry conferences, webinars, and media engagements to share insights and reinforce the company's market positioning.
- Effectively communicate customer experiences and insights to internal teams to foster continuous learning and customer education.
- Establish regular cadence and vehicle(s) for sharing evolving market insights and competitive positioning to Blackford commercial teams and partners

## Competencies

<p>Specialist job related knowledge and/or qualifications</p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• BA/BS or equivalent combination of experience and education.</li> <li>• Extensive experience of Product Management or equivalent experience.</li> <li>• Demonstrated understanding of the healthcare industry, healthcare provider organizations, and emerging trends in the healthcare industry, including AI.</li> <li>• Highly skilled in presenting insights in a concise, effective and influential manner to a variety of audiences, including executives, customers, media and industry analysts on a regular basis.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Familiarity with regulatory and reimbursement processes for AI-based healthcare solutions.</li> <li>• Established network within the AI and healthcare industries, including relationships with KOLs.</li> </ul>
<p>Job related skills / behaviour</p>	<ul style="list-style-type: none"> <li>• Ability to identify market opportunities and articulate threats to influence strategic decision-making.</li> <li>• Strong team leadership skills to guide Product Managers and collaborate across departments.</li> <li>• Proficiency in gathering, analysing, and synthesizing data to provide actionable insights.</li> <li>• Excellent verbal and written communication skills, with the ability to influence internal and external stakeholders.</li> <li>• Skilled in developing and maintaining relationships</li> </ul>

	<p>with industry leaders and organisations.</p> <ul style="list-style-type: none"><li>• Ability to thrive in a dynamic and fast-paced environment, managing multiple priorities effectively.</li></ul>
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