



VACANCY

Product Owner Mobile Apps

Requirements

- Over 6 years' experience
- In mobile development environments
- In B2C, preferably with lifestyle-related companies or brands
- Analytical and empathic

 **Amsterdam**  **Minimum of 6 years' experience**



citizenM does hospitality differently. They are ensuring a loyalty-inspiring and fully contactless customer experience that is unique within the industry, yet identical across their 24 hotels around the world. To increase adoption of the mobile app and ultimately further improve the customer experience and grow customer loyalty, citizenM is hiring an entrepreneurial Product Owner Mobile Apps.





ABOUT THE COMPANY

citizenM

citizenM started 14 years ago in Amsterdam as a start-up in the hotel industry. Over time, they opened 24 hotels across the globe. citizenM maintains a start-up mindset, which fits their vision of being a disruptor in hospitality – offering a unique experience rather than a transactional stay, and fostering a longer term connection to guests that inspires them to return. Furthermore, the citizenM hotels adhere to high sustainability standards, ranging from the selection of new building sites according to strict criteria, to the usage of >90% of renewable energy and 100% LED lights in the hotels (switching off automatically after the guests check out). Other sustainability efforts include the reduction of food waste and the ability to control light and temperature per individual area of each hotel.

citizenM thinks of its guests not as incidental customers, but as committed citizens who feel a connection to the brand. The aim is to become the hospitality brand of choice, which these citizens look for when booking a stay in another city and where they feel immediately at home once they arrive. This requires a strong focus on customer experience. For citizenM, this contains several aspects: A disrupting membership program is part of it, but more important (and unique) is the option for a fully contactless stay, where the mobile app plays a vital role. For instance, the MoodPads in each room, offering the option to control and plan things like temperature, 24/7 food & drinks ordering and the ability whether or not you would like to have the room cleaned.





For the next 1,5 years, citizenM has committed to opening another 16 hotels. Evidently, this means the growth pace is being picked up significantly. This is happening within an exciting work environment, where the start-up mindset allows for boundless innovation and present disruptive ideas. A transformation is ongoing to ensure that the different components of the large, international Customer Experience team (~60 people in total) can work together more effectively. Hybrid working is the norm, with ~3 days per week at the office, and with the ability to work from any of the citizenM hotels worldwide – or stay there for free on weekend trips and holidays.




Product Owner Mobile Apps

The Product Owner Mobile Apps will be responsible for the iOS and Android apps and the in-room iPad (MoodPad) applications. They will lead the end-to-end product life cycle and co-define and execute the digital customer strategy. Within the defined scope and budget, the Product Owner Mobile Apps is responsible for prioritization, managing the backlogs, steering two dedicated development teams. Furthermore, managing user stories, coordinating with UI and UX teams, and communicating and collaborating with important (senior) stakeholders across the company on these topics. The digital customer journey will support the launch of citizenM's engagement program 'citizenship', so close cooperation with all e-commerce, customer-facing and customer experience departments is also key.

The Product Owner Mobile Apps' success within the first year is defined by increased adoption of the iOS and Android apps by guests, from the current 25% to the target 35%. Although the Product Owner Mobile Apps is responsible for both the guest app and the in-room MoodPad app, circa 80% of the work will be focused on the former. Accordingly, the iOS and Android apps are being developed by a dedicated team of 4 external developers, whereas the MoodPad external development team consists of one standalone developer. In addition to these developers, the teams also contain (internal) dedicated UI / UX specialists, data and business analysts.

The Product Owner Mobile Apps has strong affinity with online lifestyle brands and has gained knowledge of how these brands become successful, either through having worked at such companies or by having developed an active interest. The right candidate is comfortable working in an environment that is not yet fully structured and where a lot of personal freedom over opportunities and responsibilities can be expected. They are comfortable working with several stakeholders outside the direct team, and are excited to present and defend ideas to senior leadership. ■



“We want our app to be considered the Uber of the hospitality industry. To make this happen, we need an entrepreneurial Product Owner with a deep affinity for lifestyle brands and customer experience”

Interested? citizenM is working with Top of Minds to fill this vacancy. To express your interest, please contact Florentine at Florentine.vandeloo@topofminds.com.

