



VACANCY

# Head of Core Products

## Requirements

- Over 6 years of experience
- In product management, preferably both technical and commercial
- Within geospatial industry and
- Experienced team leader

Zaltbommel Minimum of 6 years experience



**Cyclomedia is global market leader in high-quality geospatial data collection and analysis. To enable their ambitious growth plans, they are hiring an experienced Head of Core Products to develop a cutting edge product portfolio as well as continue growing their team of Product Managers.**





## ABOUT THE COMPANY

# Cyclomedia

**Geospatial is a true life-saver to help local governments, telecom, architecture and engineering firms, utilities and more to efficiently and effectively run their operations. They use it for a variety of reasons, from monitoring assets in the public space to preparing a new building location. Cyclomedia's large-scale, systematic visualisations and LiDAR point clouds bring the outside world to the screen in the finest detail.**

Municipal governments can offer more effective enforcement on misuse of public space, as well as achieve more efficient value estimates for real estate taxation. For utility companies, Cyclomedia's visualization helps to locate the source of an outage and plan repair work as non-invasive as possible. For large infrastructure projects, Cyclomedia can help to precisely map the situation onsite. The list of potential applications and clients is extensive and the company offers unique possibilities to create smart and green cities that are equipped for the future.

Cyclomedia collects this data through its global fleet of more than 60 camera-outfitted cars. The data is then uploaded to their Street Smart platform, which clients can accessed directly. Cyclomedia's specialists also continuously perform analyses, creating insightful visualizations with actionable information.



Meanwhile, the company is working on new product initiatives, such as the Street Hive: a solution where clients use their own car fleet equipped with Cyclomedia's plug-and-play recorder that allows customers to create actionable insights as needed.





VACANCY

## Head of Core Products

**Now Cyclomedia is searching for a seasoned Head of Core Products to push the boundaries of the geospatial technology market. This role is pivotal in taking Cyclomedia to the next level by expanding its product portfolio with cutting-edge innovations, in line with customer needs as well as exceeding their expectations.**

The Head of Core products will be responsible for all product development of Cyclomedia's core product portfolio; ranging from data collection hardware and software, positioning technology, data visualization software (i.e. Street Smart) and key new initiatives such as Street Hive. They will also work with their team to define winning go-to-market strategies and OKRs for the various product teams.

To be successful, this role will have frequent customer interaction to gain a deep understanding of customer problems and market dynamics. They will also work closely with Cyclomedia's engineers to ensure the customer expectations are properly translated into product roadmaps.

The Head of Core Products reports to Bouke Douma, Director of Product Strategy and Marketing and will lead a team of five Product Managers. They will be a peer to the Head of Data Insights, who is responsible for Cyclomedia's data insight product portfolio.



## The Candidate

Cyclomedia has high growth ambitious, including further expanding its product portfolio and revenue growth. To achieve these goals, the company is moving from a project driven to a product driven way of working. The Product team needs the support of an experienced leader to guide and coach them in this transition. That's why the Head of Core Products should have experience in managing a team and coaching colleagues as well as frequent contact with clients to collect input and build relationships.

As this role sits at the intersection of technical and commercial product development, the ideal candidate has experience with both areas. They are expected to be commercial savvy as well as bring technical creativity to the table, without having to fully understand the engineering details. Ideally, they have expertise in a related industry where geospatial technology plays a key role.

This is a very interesting opportunity for a product enthusiast with leadership experience, who is excited about helping an organization with a unique technical product to the next phase of global success.



**Interested?** Cyclomedia has appointed Top of Minds to fill this vacancy. To express your interest, please contact Florentine van de Loo at [Florentine.vandeloo@topofminds.com](mailto:Florentine.vandeloo@topofminds.com).



**“We have a team of highly-talented Product Managers, to whom the Head of Core Products will act as a supportive and coaching leader. The Head of Core Products will truly streamline the team’s efforts and help optimize their output, while also providing product leadership within the company.”**

**Bouke Douma, Head of Product and Marketing**