cyclomedia

VACANCY

Product Manager Data Insights

Requirements

- Over 3 years of experience
- In product management / marketing
- Affinity with technology or AI
- Clear vision on product to market fit

📍 **Zaltbommel**   💼 **Minimum of 3 years experience**

Cyclomedia is global market leader in high-quality geospatial data collection and analysis. The new Product Manager Data Insights – with a knack for product marketing – will get the opportunity to fully drive their own innovative product vertical, from design to commercial execution.

Cyclomedia

Telecom, (local) governments, architecture, engineering, utilities and many other industries rely on a large portfolio of assets or activities in the public space. Geospational data collection and analysis allow them to run their operations efficiently and effectively. From monitoring assets in the public space to preparing a new building location: Cyclomedia's large-scale, systematic visualizations and LiDAR point clouds bring the outside world to the screen in the finest detail.

For municipal governments, this allows for things like effective enforcement on misuse of public space, but also more efficient value estimates on real estate for taxation. For utility companies, Cyclomedia's visualization helps locate the source of an outage and plan repair work that is as little invasive as possible. For large infrastructure projects, Cyclomedia can help precisely map the situation on site. The list of potential applications and clients goes on. In the quest to create smart and green cities that are equipped for the future, Cyclomedia brings unique possibilities.

Cyclomedia currently collects this data through its gobal fleet of 60+ camera-outfitted cars. The data is then uploaded to their platform, Street Smart, which can be accessed directly by clients. Cyclomedia's own 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 – allowing customers to create actionable insights whenever they need them.

For the most part of its 40-year history, Cyclomedia sold its raw data for clients to work with. In 2019 the company changed its strategic direction by setting up the Data Insights team, to build more advanced solutions in-house. The Data Insights team is crucial to continue to drive this vision within the company, and gets all the space and support it needs to do so.

The raw ingredients for commercial success are in place. All Cyclomedia needs right now is a strong focus on product management and product marketing – creating the right narrative to enthuse even more customers for the solutions Cyclomedia has to offer.

Product Manager Data Insights

The Product Manager Data Insights will become responsible for end-to-end product management of Data Insights-related applications. This means that they get to develop new products – working closely with clients to understand their needs, and with IT / R&D to discuss possibilities – with a strong product-market fit. Once this is done, the Product Manager Data Insights will work together with the Marketing and Sales teams to devise a commercial strategy, including the go-to-market and growth plan. Throughout this process, the Product Manager gets full ownership over the product and/or industry vertical that they get to build.

The Product Manager Data Insights does market research to ensure a good understanding of the playing field, including trends, customer needs and competitive products. Based on this, they will create specific use cases for Cyclomedia's Data Insights applications that show an exact fit with customer needs. For the go-to-market strategy, the Product Manager Data Insights will work together with the commercial organization to decide who to target and how. Execution of the plan, including building relations with customers, and keeping an eye on KPIs is also part of the Product Manager's responsibilities. Although affinity with technology and AI is expected, the role's success will be more commercially driven. Once a steady, growing sales funnel is in place for an application, the Product Manager can consider themselves successful.

This is a fascinating opportunity for someone with a few years' experience in Product Marketing, who is interested in working at the intersection of commercial strategy and product development. Curiosity, a sense of ownership and the ability to have a holistic view on product strategy and stakeholders are criteria for success. It is an internationally focused role; the Product Manager Data Insights will focus on the entire European market, while also working together with the US team. There will be plenty of travel opportunities.

The culture at Cyclomedia is fast-paced and with a lot of freedom. The company is PE-owned, resulting in an ambitious atmosphere where people like to take action. The Product Manager Data Insights will be part of the small product team under the Head of Data Insights, whose leadership style includes coaching, providing structure and giving team members the freedom to learn and make their own decisions.

"In this role, you truly become the CEO of your own product. From conception to commercial strategy and ultimately hitting the targets: you get the freedom and the support you need to make the right decisions."

Jolan Hulscher, Head of Data Insights

Interested? Cyclomedia has appointed Top of Minds to fill this vacancy. To express your interest, please contact Florentine van de Loo at **lidewij.kosters@topofminds.com**.