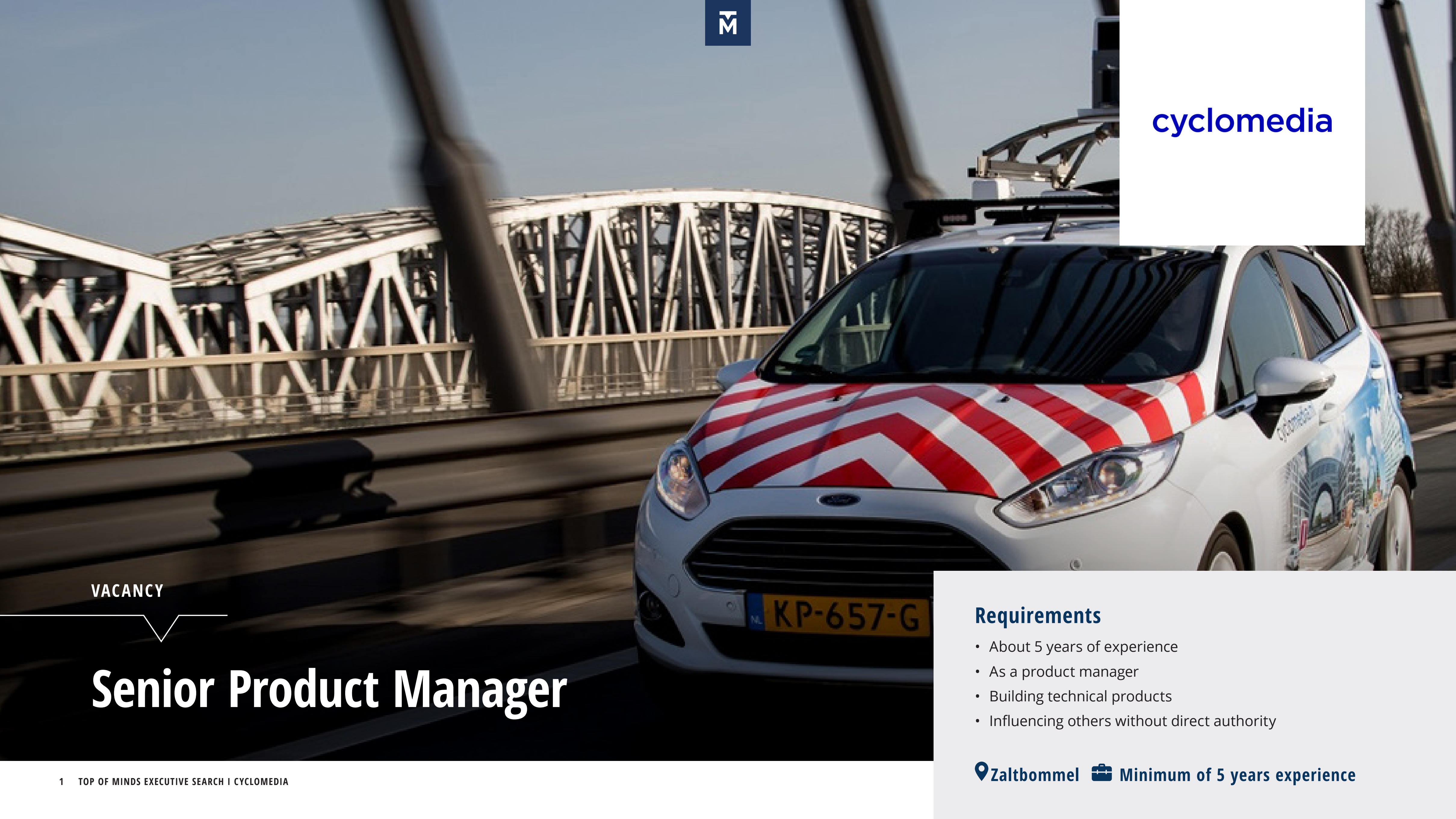




**cyclomedia**



VACANCY

# Senior Product Manager

## Requirements

- About 5 years of experience
- As a product manager
- Building technical products
- Influencing others without direct authority

 **Zaltbommel**  **Minimum of 5 years experience**





**Cyclomedia is a fast-growing, global market leader in high-quality geospatial data. They visualize a better world with data-driven intelligence for outdoor spaces. They help governments' and private companies' planning to be more efficient, accessible, manageable, and predictable. The new Senior Product Manager will be responsible for the success of one or more Cyclomedia products, from street-level data collection to digital twin creation and mapping.**





# Cyclomedia

**Telecom, (local) governments, construction, engineering, utilities and many other sectors rely on a large portfolio of assets or activities in the public space. Geospatial data collection and analysis allow them to run their operations more efficiently. Cyclomedia's large-scale, lifelike visualizations bring the outside world to the screen in the finest detail, allowing for a wide range of innovative, impactful use cases.**

Cyclomedia helps create smart and green cities that are equipped for the future. For municipal governments, this allows for things like effective urban planning, but also modeling crisis responses. Topics like sustainability, equity, safety, and efficient use of resources can more effectively be explored and acted upon thanks to the possibilities Cyclomedia's data and insights, and applications like the digital twin, bring. Aside from governmental organizations, clients from the private sector are also keen to work with Cyclomedia. For utility companies, Cyclomedia's visualization can help locate the source of an outage and plan repair work that is as uninvasive as possible. For large infrastructure projects, Cyclomedia can precisely map the situation on site. The list of potential applications and clients goes on.

Cyclomedia collects visual data through its large global fleet of camera- and LiDAR-outfitted cars. After cloud processing, which includes transforming aerial and street-level data into a 3D mesh, the data is made available to clients through their proprietary Street Smart application and a set of APIs. Cyclomedia also analyses the data to detect and classify objects using the latest AI approaches.














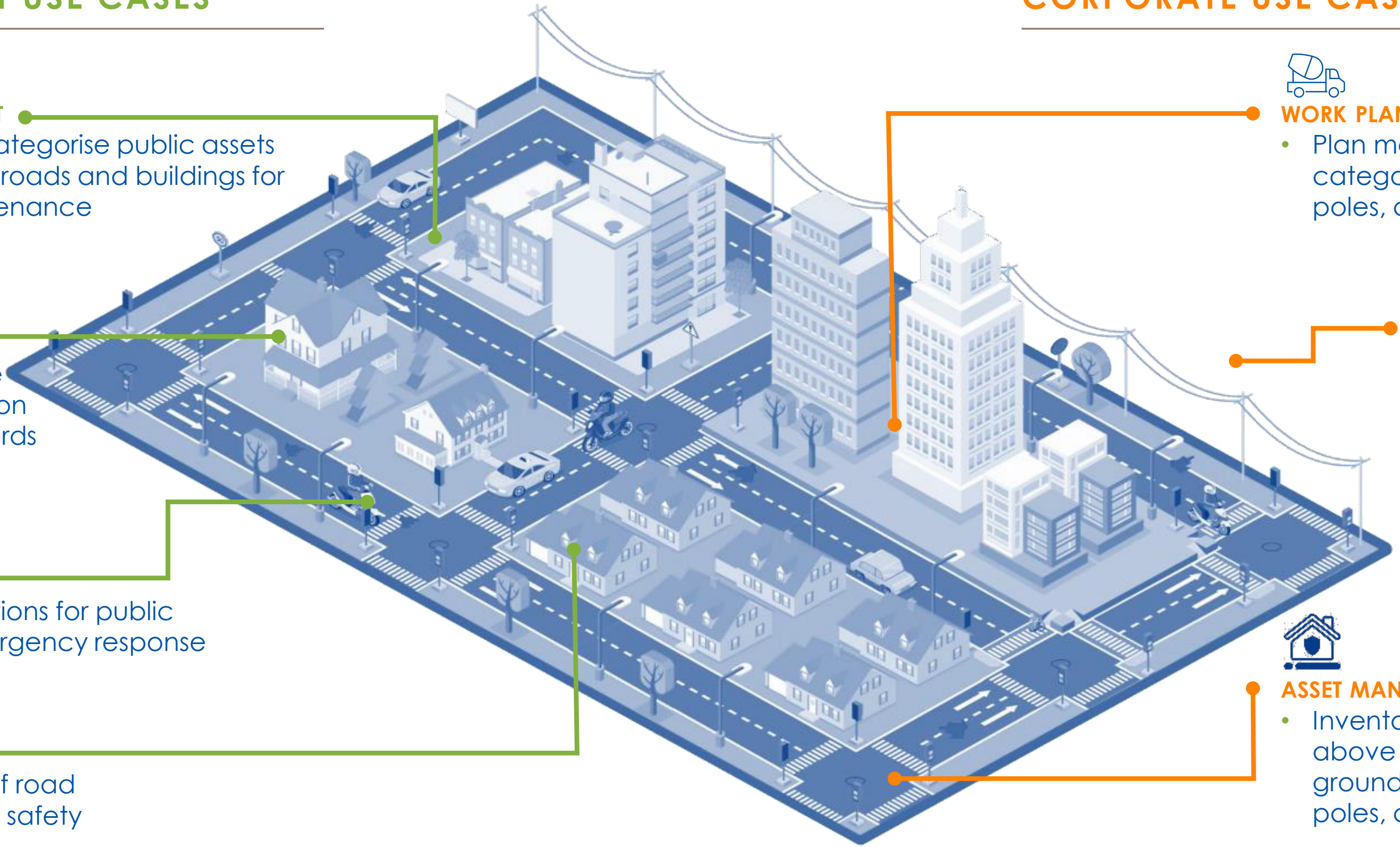
# Creating digital twins serving a range of use cases

## GOVERNMENT USE CASES

- **ASSET MANAGEMENT**
  - Inventory and categorise public assets
  - Assess quality of roads and buildings for prioritised maintenance
- **TAX ASSESSMENT**
  - Conduct remote tax assessments on buildings, billboards and property
- **PUBLIC SECURITY**
  - Assess risk conditions for public events and emergency response
- **ROAD SAFETY**
  - Assess quality of road and cycle lane safety

## CORPORATE USE CASES

- **WORK PLANNING**
  - Plan maintenance for all categories of assets (e.g., poles, cables, cabinets etc.)
- **NETWORK PLANNING**
  - Map utility line paths and routes for new infrastructure buildouts (e.g., telco, utilities, EVs)
- **ASSET MANAGEMENT**
  - Inventory and categorise above ground and below ground installations (e.g., poles, cables, cabinets etc.)





# Senior Product Manager

**The Senior Product Manager sees possibilities for continuous improvement as well as revolutionary innovations, all to achieve the goal of sweeping clients' off their feet with advanced, charming, and profoundly useful technology. They will work primarily for the Core Product team and report to the Global Director of Digital Products. They will interact frequently with many different internal and external stakeholders, from hardware and software to marketing and sales, as well as directly with customers. They get responsibility over one or several aspects of the Core Product, which consists of a hardware and software component.**

There is room for more than one Senior Product Manager, to work on a wide range of areas. Their focus will be determined based on their background and interests, and may include, for instance, integrating the next generation image capturing hardware (such as from above, with drones or satellites) or building new immersive representations in Street Smart. Another noteworthy project is the creation of cities' or assets' digital twins, allowing customers online 3D-visibility that makes modelling projects easy.





The Senior Product Manager will then work with the commercial teams to devise a commercial strategy, performing market research to ensure a good understanding of the playing field – including trends, customer needs, and competitive products. Based on this, they create specific use cases for Cyclomedia’s Core Product innovations and applications that show a strong fit with customer needs. For the go-to-market strategy, the Senior Product Manager 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 Senior Product Manager’s responsibilities.

This is a fascinating opportunity for someone with a technological and/or product background, who is interested in working at the intersection of commercial strategy and tech development. Curiosity, a sense of ownership, and the ability to have a holistic view on product strategy and stakeholders are criteria for success. The company is PE-owned, resulting in an ambitious atmosphere where people like to take action. The culture at Cyclomedia is fast-paced and offers a lot of freedom. ■



**Interested?** Cyclomedia is working with Top of Minds to fill this vacancy. To express your interest, please contact Hayke Tjemmes at [hayke.tjemmes@topofminds.com](mailto:hayke.tjemmes@topofminds.com).



**“Whether you are more into software, hardware, or the commercial side of marketing technological innovations: as a Senior Project Manager at Cyclomedia your work is dynamic and challenging. This role is especially great for someone who is interested in helping public spaces be managed effectively, or other projects with a clear societal benefit.”**

**Martijn Mortier, Global Director of Digital Products**