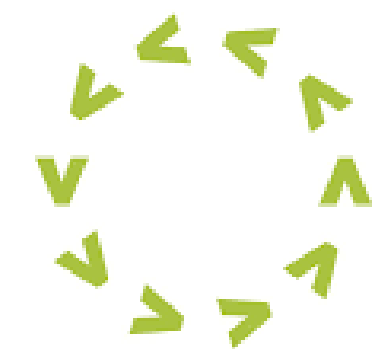




Vacancy

Experienced Product Manager



VERRA
MOBILITY

Verra Mobility enables smarter roads and efficient transportation through its technology services. For B2B clients, such as car rental and fleet management companies, they offer Toll Solutions and Violation Processing services. The Experienced Product Manager will oversee the roadmap and country-by-country launch of Verra Mobility's European Violation Processing solution.



Requirements

- 5+ years' experience
- Within B2B
- With product management
- Market intelligence
- Product strategy and roadmaps
- Product requirements
- Sales enablement

 Amsterdam

 Minimum of 5 years' experience



About the company

Verra Mobility

Verra Mobility is a global leader in smart and customized mobility technology, which makes transportation safer, smarter, and more connected. As a NASDAQ-traded company, they provide clients such as fleet operators and municipalities with road safety and driver behavior services, including fine collection and photo enforcement technology.

With a global presence in more than fifteen countries and extensive partnerships with leading toll authorities, rental car companies like Hertz and Sixt, and municipalities they are positioned as a recognized leader in the smart and shared mobility space. Verra Mobility's unique value proposition is to work directly with its customers, identify their needs, and quickly solve their mobility challenges. Thanks to their cross-functional teams, Verra Mobility delivers end-to-end solutions that deliver results, improve efficiency, and increase safety.

Verra Mobility adheres to four core values: Own it; Do what's right; Lead with grace; and Winning together. Their solutions are proven to increase road safety. Originally active in the US, Verra Mobility's European team focuses on rolling out existing and new propositions in several countries. One of these is the Violations Processing business, in which Verra Mobility acts as a business process outsourcing (BPO) partner in processing incoming traffic fines for large fleets. ▶



Vacancy

Experienced Product Manager

Processing incoming violation tickets is one of the biggest challenges in the fleet management industry. It involves identifying who was driving the vehicle at the time, collecting payments from them, and all of the related administration and compliance issue. In the US, Verra Mobility's Violations Processing solution has already proven to be a lifesaver for fleet management companies.

The EU, however, has a very different regulatory landscape, including strict GDPR regulations and differences between countries when it comes to currencies and fine administrations. This makes it impossible for Verra Mobility to simply apply the American product onto the European market – instead, they need to build a solution from scratch for the EU market. This is where the Experienced Product Manager comes in.

The Experienced Product Manager has end-to-end responsibility over the entire process of creation, launch, and go-to-market. They develop the product vision, strategy, and future roadmap for continued performance and product growth. They define detailed product requirements, direct product development, and work closely with various stakeholders to identify key product or solution gaps and prioritize the features against market, internal, and client needs. They identify opportunities for improvement and incorporate new features on an ongoing basis, as well as define market opportunities and developing briefs. Strong business and commercial insight is expected: the Experienced Product Manager understands what drives client decision-making and how to anticipate or respond to the BPO needs of large, shared mobility clients. ▶

This also includes performing pricing and competitive analyses per country and recommending strategies to improve market position, quality, or cost efficiencies.

The Experienced Product Manager has an important role in leadership and communication. They manage and cascade product changes internally and externally, and identify and integrate with relevant partners to increase product performance or customer demand. They build and maintain a strong team and drive progress by coordinating cross-functional teams. The Experienced Product Manager reports to the Director of Product Management of Europe and work with a dedicated Product Owner, who focuses on the technical aspects of product development.

This role has at least five years' experience in product development and experience in managing and launching B2B or B2G solutions, including product adoption strategies, acquisition and growth models, and go-to-market strategies. They are capable of handling the product P&L. They manage project ambiguity, complexity, and interdependencies in an organized and structured way and balance a results-driven way of working while collaborating across operations, sales, and software development. The Experienced Product Manager prefers data-driven decision-making and establishes metrics to drive performance. This is an exciting challenge for a candidate to work in the smart mobility space and make an impact on a business that is rapidly expanding within a new region. ■



“The Experienced Product Manager is a key internal figure for product development, but is also both customer-facing and industry-facing. A strong business sense and the ability to grasp key market factors is crucial. They have an outward-in view, understand the product lifecycle, and provide helpful input to the sales team to ensure commercial success.”

**Oscar Mellegers, Director of Product Management
Europe of Verra Mobility**

Interested?

Verra Mobility is working with Top of Minds to fill this vacancy.

To express your interest, please contact Jessica Lim at jessica.lim@topofminds.com.