



It's about **EXCELLENCE**. It's about **PASSION**. It's about **INTEGRITY**.

Do you have an **entrepreneurial spirit**? Do you want to be held **accountable** for your **results**? Do you **drive** towards **success**?

Then join the **WellPoint Systems** team and together, let's **elevate** your career to the **next level!**

Senior Product Manager – WellPoint Systems Energy Suite - Midstream

The Senior Product Manager is at the epicenter of driving the – **WellPoint's Midstream** product line, which includes WellPoint's Energy Trading and Logistics Management (ETLM) product. This is a key, strategic, integral role defining the vision and integrating with marketing, development, sales, services and support. The Senior Product Manager identifies, investigates and quantifies market opportunities and determines the best blend of product, partners and marketing strategies to maximize revenue. The Senior Product Manager conceives, develops and delivers go to market programs and related sales support tools to ensure success.

Essential Accountabilities Include:

- Manage the direction of the upstream product line life cycle from strategic planning to packaging into product releases
- Specify market requirements for current and future products by conducting market research, researching competitive positioning, completing win/loss analysis, performing customer interviews and tracking industry trends
- Create a product vision, 1-5 year plan/roadmap and current year product release strategy and corresponding budget/forecast developing and implementing a product line go-to-market plan, working with all departments to execute
- Development and delivery of comprehensive go to market strategies and tactics including campaigns, web seminars, pod casts, social media, trade shows, press releases and offers in support of product revenue goals.
- Build and manage the Launch Plan for new products and new releases of existing products
- Develop sales tools, collateral, website content, etc.
- Continuously collect and disseminate competitive information
- Coordinate Win/Loss analysis for assimilation into product roadmap and sales processes
- Work with Sales to provide positioning and ensure revenue targets are met.
- Coordinate a complete solution across departments - Development, Marketing, Sales, Services and Support
- Maintain close relationship with Microsoft and other technology partners to ensure alignment of product and identify joint market opportunities
- Analyze potential partner relationships for the product line
- Determine buy/build/partner decisions
- Provide input to product pricing and promotion
- Coordinate with other product managers to ensure consistency across product lines

Knowledge, Skills & Abilities

- Expert Midstream, Energy Trading & Supply knowledge and extensive oil and gas domain expertise
- Excellent written and oral communication skills
- Superior, proven presentation and public speaking skills
- Visionary-big picture thinking and a drive to make the vision a reality
- Proven coordination, communication, and leadership abilities
- Experience conceiving and delivering outbound marketing programs

Education & Experience

- 5+ years experience in Oil and Gas Midstream industry
- 3+ year experience with Microsoft Dynamics or other ERP
- Knowledge of oil and gas current business environment and trends

Location:

Calgary, Alberta - Up to 30% travel may be required

Interested candidates are invited to forward a resume, in confidence to:

careers@wellpointsystems.com

We would like to thank all applicants for their interest in this position however only those selected for interviews will be contacted.