

# Senior Product Manager, Data

## About Us:

33Across offers online publishers a unified platform with a suite of products that drive incremental traffic, increase user engagement, and monetize content. We are a profitable, VC-backed company with a proven business model and revenue stream. With over a million sites worldwide utilizing 33Across products and technology, we are enabling online publishers to continue to do what they do best: create great content.

## The Role:

33Across is seeking an experienced data product manager to own and drive new product development to expand data offerings. For more than 8 years, 33Across has been creating advanced data models for Fortune 1000 brands. With code on one million publishers sites, our publisher network yields more than 30 billion intent and interest signals from content consumption, copy and paste sharing, search keywords, and social behaviors. Our data management platform compiles and analyzes data from over 1.5 billion users monthly. As data moves cross device, you will be joining us and leading the vision, validation, build-out, and go-to-market of your ideas in this space!

## You Will:

- Define requirements and scope of current and future data products by conducting market research, product ideation, prototyping, and data-driven decision making.
- introduce new revenue streams derived from the value of 33Across first party data
- Become an expert with the 33Across' data management platform and taxonomy
- Manage the entire product development lifecycle working with the engineering team from ideation to design to development to rollout and support.
- Work with marketing and sales to define the go-to-market strategy, helping them understand the product positioning, key benefits, and target customer.
- Serve as the internal and external evangelist for the data product offering, working with the internal development team and key customers.
- Stay current with products/solutions in the media technology space for industry trends, potential partnerships, and competitive intelligence.

## Our Ideal Candidate Has:

- 4+ years product management experience working in the digital media space, ideally with an ad tech company or data management platform.
- Strong technical background with experience working in a lean and agile product development environment.
- Deep knowledge of the data landscape, specifically with creating audiences, managing taxonomies, UID-syncing, and DeviceIDs.
- An aptitude for data-driven decision making
- Proven track record of utilizing a customer-centric approach to development by implementing tools to track and analyze customer feedback
- Working knowledge of SQL
- Minimum of a Bachelor's degree, preferably in a technical or business field

**What We Can Offer You:**

We have a distributed team with primary work locations in New York City and the Bay Area. We offer a fun work environment with smart coworkers and generous perks. Perks include unlimited snacks/drinks, weekly lunch, team outings, holiday celebrations, and annual hackathons.

**Oh Yeah, We Also Offer All The Usual Stuff Too:**

- Competitive salary, bonus structure, and equity
- Health and dental benefits
- 401K to help you save for the future
- Real, tangible, paid time off

**Interested? Please submit your resume to [product-jobs@33across.com](mailto:product-jobs@33across.com)**