

Senior Product Manager, Video

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 product manager to own and drive new video product development to expand our video advertising experiences, capabilities, and tools. 33Across is helping publishers navigate the shifting digital landscape by building products that drive incremental revenue, increase user engagement, and deliver key insights about their audiences. As video gains momentum and users shift to their mobile devices, you will be 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 products by conducting market research, product ideation, prototyping, and data-driven decision making.
- 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 video 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 a premium publisher, ad tech company, or video platform.
- Strong technical background with experience working in a lean and agile product development environment.
- Deep knowledge of the digital video advertising landscape, specifically with ad serving platforms, content marketplaces, VAST/VPAID, SSPs, DSPs, and DMPs.
- 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