

# FlyNava Technologies Private Limited

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**Product Director:** Jupiter/Earth and all other FlyNava Solutions

**Location-** Bangalore,

**Reports to:** CEO of FlyNava Technologies

As Product Director, you will guide a team that is charged with a product line contribution as a business unit. This extends from providing functionality support for the development of Jupiter to increasing their profitability when launched. You will also be involved in the same way for all future products of the company. The team will expand once development plans for each product is finalized. You will assist in building products from existing ideas, and help to develop new ideas based on your airline industry experience and your contact with customers and prospects. You must possess a unique blend of business and product savvy; a big-picture vision, and the drive to make that vision a reality. You must enjoy spending time in the researching the market to understand their problems, and find innovative solutions for the broader market.

The ideal candidate must live the products in their category; are experts in their field, know their customers and have a fundamental understanding of where the market is going. They will understand, love and will be truly passionate about marketing.

Its all about strategy, execution and follow-through. From initial product concepts to packaging, tradeshow, launch campaigns and sales training – it starts and lives with the Product Director.

Product Directors utilizes all of the P's of marketing to develop a mind-blowing product strategy, rally the company around a global launch campaign and build sales momentum that plows through the competition.

The Job holder must show that they can do whatever it takes to get a product to market and are passionate about a product's success. The right person for this position will be able to demonstrate their creative energy and passion for shaping successful campaigns. This is not a cookie-cutter job and we are not looking for cookie-cutter people.

You must be able to communicate with all areas of the company. You will work with an engineering counterpart to define product release requirements. You will work with marketing communications to define the go-to-market strategy, helping them understand the product positioning, key benefits, and target customer. You will also serve as the internal and external evangelist for your product offering, occasionally working with the sales channel and key customers.

A Product Director's key role is strategic, not tactical. The other organizations will support your strategic efforts; you won't be supporting their tactical tasks.

## KEY RESPONSIBILITIES

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www.flyNava.com, creating innovative software for the airline industry

- Managing the entire product line life cycle from strategic planning to tactical activities
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers.
- Driving a solution set across development teams (primarily Development/Engineering, and Marketing Communications) through market requirements, product contract, and positioning.
- Build the foundation for all product and marketing plans to ensure that overall business plan is implemented successfully.
- Has to work closely & collaborate with CEO / Solution Architects / Data Scientists / Development Managers and Senior Industry Consultants in a collaborative manner to grow the business cutting across various products. Industry verticals and Strategic Business Units & Customer Units and ensure the delivery function runs successfully as a self-contained Horizontal.  
Developing and implementing a company-wide go-to-market plan, working with all departments to execute.
- Analyzing potential partner relationships for the product.
- Understand the market through sales insight, market research and competitive analysis. Become an expert in the category and bring relevant information to the executive team in clear, effective, no-BS kind-of way.
- Ushers the product (with Product Development) from concept to mass production and communicate progress, obstacles and timelines to stakeholders as needed.  
Strategize with Marketing, Public Relations, Sales, Operations and Executive Team on global launch plans.
- Synchronizing all teams to a successful execution of the product launch plan. (Campaign assets, including: launch calendars, presentations, timelines and documentations are owned by the PMM)
- Develop messaging for local, regional and global marketing campaigns that can be effectively used across departments and by international partners.
- Ensures global packaging, advertising, social, PR, training and POS are on-message and on-brand.
- Travel for presentations, training, tradeshows and events.

## REQUIREMENTS

- 7+ years of software marketing/product management experience.
- Knowledgeable in technology especially Big Data, Analytics, Operations research and Predictive Analytics
- Awareness of the airline business model especially in Pricing, Fuel Hedging and product areas of FlyNava
- MBA with an basic degree in Engineering or Sciences with relevant work experience is a strong plus
- This position may require travel to customer and non-customer sites in North America and Europe
- Successful history in Product Marketing & Project Management.
- Demonstrated success in developing worldwide product launch and marketing campaigns.
- Experience in writing and presenting a creative brief.
- Refined training, presentation and communication skills.
- Proficient in Adobe CS, HTML5, design tools an added plus
- Ability to fight for best possible consumer experience at ALL levels.

- Any skills in design, copywriting, engineering, manufacturing, retail or public speaking will also be utilized – a plus.
- Common sense is a MUST.
- Outstanding communication skills, both oral and written, and both technical and non- technical, and the ability to work with a diverse group of individuals in a professional and service-oriented manner
- Experience of managing multiple customers across geographies
- Extensive knowledge in airline solutions, partners, competitors most relevant to FlyNava products and technology domains of Big Data and Analytics

## Key Internal Relationships:

- CEO
- Head of Architecture
- Head of Development
- Interns (for concept and data creation)
- Data Scientists
- Creative Team – Design, Web, Copy

## The ideal Product Director

- has a colorful background with impressive global brands.
- has unparalleled expertise and passion within the categories that they have managed
- has a vision about the future of mobile technologies
- is resourceful and hates to miss deadlines is assertive and takes initiative
- has a strong work ethic
- is passionate about the user experience above all else.
- Is results oriented and creative
- Is Self-driven, with entrepreneurial leanings
- Is a good communicator, good interpersonal skills
- Possess good Analytical skills
- Has high levels of initiative
- Works well in a team, with a high degree of responsibility
- Works well under pressure and react flexibly to change of business needs

## Key Deliverables

1. Product Design with highest quality standards (validated by lowest rework and best performance and fit for purpose) within budgeted cost and timelines.
2. Creation of a core team (4-5) for implementation and customer services and future product Director
3. Optimization of core solution especially in the area of Data services with complete alignment to the thesis and advise/requirements of the consultants
4. Ensure use of latest customer user experience concepts with least TCO for customers
5. Regular governance and reporting to ensure
6. Explore use of tools and technology for development or other related tasks for the development and design of core Products
7. Maximum leverage of Advisory Board for resolving specific issues quickly

## Key Behavioral Traits

1. **Empathy.** The Company not only want you to do the job, but to care about it and the people with whom you will interact.
2. **Inspire a Shared Vision:** The Leader should highlight the core values and objectives of FlyNava and align each team member to maximize the potential and ensure quicker delivery.
3. **Mentoring inclination and ability.** The Employee must show interest in reaching out to mentor others, and elevating their knowledge and skills.
4. **Interpersonal skills.** The Employee must play well with others in the "corporate sandbox." With ability to learn quickly, adapt and deal with personality conflicts and your own role in them.
5. **Self-direction and initiative.** Employee is expected to take upon themselves more than what is actually expected or required.
6. **Flexibility and adaptability.** In FlyNava, change is often the only constant. Policies, priorities and procedures need to anticipate and respond to internal and external conditions. Employees are required to adjust quickly.
7. **Good Communicator:** Project leadership calls for clear communication about goals, responsibility, performance, expectations and feedback.
8. **Must do attitude:** FlyNava has a motto to solve untouched problems which is a very challenging and disruptive objective for the airline industry. Each employee must espouse this objective and work towards resolving all problems that we face to build world class solutions for the industry.
9. **Integrity:** One of the most important things a project leader must remember is that his or her actions, and not words, set the modus operandi for the team. Good leadership demands commitment to, and demonstration of, ethical practices.
10. **Enthusiasm:** Plain and simple, we don't like leaders who are negative - they bring us down. We want leaders with enthusiasm, with a bounce in their step, with a can-do attitude.
11. **Competence:** Simply put, to enlist in another's cause, we must believe that that person knows what he or she is doing. Leadership competence does not however necessarily refer to the project leader's technical abilities in the core technology of the business
12. **Ability to Delegate with empowerment:** Trust is an essential element in the relationship of a project leader and his or her team. You demonstrate your trust in others through your actions - how much you check and control their work, how much you delegate and how much you allow people to participate.