



POSITION DESCRIPTION

Position Title:	Product Manager - MyRaceLab
Business:	Link Engine Management
Location:	UK / NZ / EU
Reports to:	General Manager – Data Systems
Approved by:	CEO
Date:	November 2023

About Link Engine Management

Link Engine Management Ltd is a global leader in the design, manufacture, and marketing of performance engine management systems. Our Company is internationally renowned, and our products are exported to over 1,500 dealers in 74 countries. We are an ambitious company. We aim high and believe the opportunity for growth is global, long-term and well within reach of a determined customer and technically focused New Zealand company.

Link Engine Management's success comes from our people, vision, aspirations, and passion for success. Our employees are some of the most engaged and satisfied employees around. In 2020, our employee survey showed our team was 70% "fully-engaged" against an NZ average of 24%.

Our team is global, working from our sales and support offices in New Zealand, the United Kingdom, Australia and the USA, and remotely in Spain, Sweden and Chile.

MyRaceLab is a provider of vehicle and driver analytics for the motorsport industry. Our web and mobile app solutions aim to put elite race team technology in all drivers hands.

The MyRaceLab strategy is to grow a cloud based data analytics suite of tools for the motorsport industry enthusiast and professional. The key strategic challenge is how does MyRaceLab deliver sustainable growth and profitability in a challenging and diverse global market.

The Role

In the role of Product Manager; MyRaceLab, you will be responsible for understanding customer needs, defining product vision, and driving the product through its entire lifecycle. This role requires a unique blend of business and technical acumen, a big-picture vision, and the drive to make that vision a reality.

Key Responsibilities

- Provide visible embodiment of our values, culture, and global aspirations.
- Own and lead the MRL SaaS product for Link Engine Management.
- Own, develop and communicate a product strategy and technical roadmap for the MRL team, implementing a streamlined feature release programme with the development team.
- Understanding Customer Needs and Market Trends by conducting market research to understand customer pain points, needs, and desires.
- Ensure seamless product functionality, by utilising data analytics to inform decisions and track product performance.
- Drive the sales and marketing channels, aligning technical roadmaps and market need.
- Plan and execute product and feature launches with colleagues
- Plan and deliver robust financial performance through the annual business cycle and monthly reporting.
- Build strong, informed relationships with key clients and drivers, coaches and commercial partners.

Strategic Contribution

- Build a successful and sustainable SaaS product using leading technology and customer-orientated thinking.
- Maximise customer loyalty through delivering an engaging and rewarding customer experience.
- Grow the business globally by delivering those customer experiences and attracting industry support through the use and commercialization of data.

Role Priorities

- Champion the success of MyRaceLab, growing and evolving MyRaceLab's brand position
- Grow MyRaceLab as a global leader in Automotive Data Analytics in person and online.
- Successfully identify and execute new market opportunities, keeping abreast of industry trends and competitor movements.
- Manage a robust voice of the customer program that captures both annual and transactional feedback to improve the customer experience, understanding needs.
- Capturing and communicating feature sets and product requirements with Dev team, Users and Commercial Partners
- Keeping on top of what users are uploaded and recording. Daily checks on new sessions, new signups and Zendesk tickets. Contacting users to personalise interaction if there are areas to improve.
- Utilizing data analytics to inform decisions and track product performance.
- Setting and monitoring key performance indicators (KPIs) and metrics for success.
- Identify and manage sponsorships to generate maximum sales and brand exposure.

Key Relationships

- General Manager – Data Systems
- Support Team Leader
- Key members of Link's leadership team.
- Our customers, current and future.
- Contract service providers, contractors and suppliers in partnership with the technical team.

Person Specification

To be successful at Link, you need to have a sense of humour, competence and character that inspires trust and be excellent at establishing positive and productive working relationships. You will need the ability to give and receive honest, balanced feedback, not bring an ego to work, and work for the good of the team and Company. Also, you will have the following competencies, skills and traits.

Technical Competencies

- Product leadership roles in the SaaS sector, ideally in B2C.
- Experience commercialising of edge technology
- Functional capability to oversee and lead a large-scale technology project.
- Strong customer facing experience to align with revenue and company objectives.
- Financial, business case and planning capabilities
- Experience in data-driven decision making and analytics.
- Proven success in the development and execution of both core trading and product expansion strategies.
- University undergraduate and/or post graduate qualifications in a relevant discipline

Behavioural Competencies

- A collaborative style of product leadership – leads without ego, creates effective informal teams, and inspires others to come along on the journey.
- Understands the importance of people in achieving strategic objectives.
- Creates strong working relationships – values the inputs of others, has empathy with others, other cultures, and viewpoints, puts time and effort into being accessible and engaged.
- Is adaptable and can operate confidently and proactively within an ambiguous environment.
- Takes accountability and ownership – does not hide behind others or blame others for undesirable outcomes

Personality traits

- Strong affinity for the automotive and/or motorsport sector.
- Prepared to live and champion the company's values, aspirations, and purpose.
- Ability to excel in an environment where change and growth is constant.
- Someone who will live and nurture the Link Engine Management brand and story.
- International and export experience in selling software using a SaaS model.
- Intellect scalable to a complex industry and problem-solving environment.
- Risk-taker prepared to 'fail fast and fail convincingly' and champion the lessons learned.
- Comfortable with and capable of international travel for extended periods, as necessary.
- Accepts the flexibility of change and the likelihood their tasks, responsibilities, and priorities will change over time to meet the company's strategy and direction.

Health & Safety

- Actively champions safe and healthy work practices both for staff and the environment they work in
- Works actively to identify, manage, minimise and mitigate risks.
- Participates in and works according to Link's Health & Safety Management System.

Link Engine Management encourages flexible work practices to accommodate changes in responsibilities and activities in line with the needs of the business. The responsibilities listed are headings, which do not necessarily describe full detail of the activities of the role. There will be a requirement to perform other duties that are reasonably incidental to the position, as directed by the Company from time to time.