

# IGT Indiana - POSITION PROFILE

The Senior Product Manager is responsible for all activities associated with maximizing sales and net income of both the Draw Game and Scratch-off portfolios for the Hoosier Lottery. This individual oversees the lifecycles of all Draw Games and Scratch-offs including: product strategy, market analysis, design, development, messaging, implementation and post launch analysis under the guidance of the VP of Marketing and Product Development. Oversees Product Development Specialists and works closely with all facets of the business to develop products and ensure that forecasts are met.

## **PRINCIPLE DUTIES AND RESPONSIBILITIES**

- Work collaboratively with IGT Corporate Staff, VP of Marketing and Product Development, VP of Sales, and internal analytics and research teams to define fiscal year business plans for products;
- Works collaboratively with analysts to understand and improve performance of Draw and Scratch-off game products. Includes development of launch timing, planograms, distribution;
- Monitors primary research data to gain key insights into existing and new game trends discerning shifts in marketplace behavior. Identifies opportunities for growth including ongoing market, distribution, and sales analysis of individual and collective product performance in order to achieve a balanced product mix;
- Collaborates with marketing team members in the development of advertising agency briefings and education. Reviews proposed marketing and sales campaigns. Provides input in the development of marketing advertising and promotional items in order to deliver product focus and objectives;
- Monitors product performance and trends of other states to identify growth opportunities;
- Maintains updated Governance documents and amendments to business plan for IGT Indiana and Lottery Commission;
- Management of the Scratch-Off portfolio, including:
  - Directs all aspects of game development including ticket design, game play, prize structure and payout, ticket quantity and the corresponding documents;
  - Manages ticket production and delivery with the Scratch-off game printing vendors and internal resources;
  - Manages day to day aspects of Scratch-off ticket game vendor relationships and performance including contract compliance and accuracy of customer specs;
  - Ensures cost forecasting, tracking and overall budget compliance associated to printing, licenses, paper and other costs associated to ticket production;
  - Oversees effort of Product Specialists to write accurate game and promotion rules and works with Interactive Manager to plan second chance program support
  - Oversees Product Specialist's maintenance of Scratch-off game files to ensure compliance with retention standards.
- Management of Draw Game portfolio, including:
  - Develops strategic direction, successful games styles, play mechanics, and attributes to drive revenue performance based upon knowledge of International and US lottery industry draw game best practices;
  - Working with Vice President of Marketing and Product Development, defines new prospects and growth segments and develops appropriate product positioning's that provide differentiation across all games within portfolio;
  - Initiate and evaluate qualitative and quantitative research and test new draw game concepts and make recommendations to management for optimum draw game performance. Provide end to end linkage for successful marketing of new games in collaboration with marketing and sales management to sales staff, retailers and players;
  - Works with Technology and Operations teams to ensure accuracy of product rules, requirements documents, play slips for all new games and terminal promotions;
  - Oversees Product Specialist's creation of promotional coupons;
  - Collaborates with Corporate product development team on the launch of new national draw games to ensure success within the local market;
  - Performs additional duties and responsibilities as assigned.

This description is a summary of principle responsibilities and is not intended to include all duties that may be assigned.

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## Minimum education

- Bachelor degree required with a concentration in Business, Accounting, Engineering, Mathematics or Marketing
- MBA or Master's Degree preferred

## Years of Experience

- Minimum of ten (10) years' work experience in marketing or sales.
- Minimum of seven (7) years' experience in product development and/or portfolio management experience to include product testing.
- At least 3 years people management experience.

## Essential special training requirements

- Ability to analyze sales trends and work with Analytics team to forecast growth rates and determine risk;
- Capable of strategic thinking: ability to understand, formulate and execute against strategy to meet both short term and long term objectives;
- Ability to multitask: must be able to work on multiple projects and product initiatives at one time;
- Successful track record that demonstrates mastery of all phases of the product management and marketing processes as defined above;
- Proven ability to work independently yet thrive in a team environment including the ability to motivate and lead cross functional teams without direct line responsibility;
- Strong attention to detail and organization skills;
- Strong interpersonal and communication skills;
- Ability to positively influence stakeholders at all levels towards a common goal is essential;
- Computer proficiency in word, Excel, PowerPoint;
- Ability to perform under tight deadlines is critical;
- Some travel may be required.

If interested, please complete online application <http://bit.ly/2z2p1jS>

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