



SR. PRODUCT MANAGER—Digital Learning Products

PADI, the global leader in Scuba Diver Training, is searching for a full-time **SR. PRODUCT MANAGER** at our corporate headquarters in Rancho Santa Margarita, California. PADI offers its employees a unique culture centered around an active lifestyle, fun and hardworking colleagues, interesting work, competitive salary and outstanding benefits. We are an amazing company searching for amazing people to join our team!

Reporting to the Vice President, Product Management of Learning Products at PADI Worldwide, the Senior Product Manager, Digital Learning will be responsible for managing the product life cycle, user experience and business direction of PADI's digital education product portfolio. This will be a highly visible, senior product role that has responsibility for a core product offering at the world's largest diver training and certification organization, so what you do here will make a significant difference in the way humanity engages with the underwater ocean environment.

What You'll Be Doing

At PADI we are moving to a model where product is accountable for the customer experience and business results in addition to successful software delivery. This new role will set the tone for our most visible product category and will require a leader who has deployed high-visibility, consumer-facing learning products on a global scale and who has deep experience to draw upon when leading a cross-functional team through a digital transformation.

Typical product activities:

- You'll translate business strategy into product vision, requirements, roadmaps and lifecycle recommendations that affect pricing, promotion and positioning around the world.
- You'll convert ideas into reality through clear communication and prioritization, and close collaboration with other key stakeholders such as Program Managers, Project Managers, Development teams and Product Managers for Pro Member, eCommerce, and padi.com. Through those teams you will design the user experience, back end architecture of our delivery system, and identify how we'll measure success.
- You'll provide leadership to the digital learning team on a day-to-day basis, even though as a general rule the members of this team will not be in a direct reporting relationship to you. While you will receive plenty of project management support you will be the team's navigator, inspiration and cultural anchor.
- Although ultimately responsible for PADI's digital learning product portfolio, there is a considerable overlap and complimentary development that takes place with other product categories which requires you to foster strong synergistic relationships that balance and leverage the, expertise, knowledge, and priorities of other product managers, key contributors, and stakeholders.
- You'll have your finger on the pulse of product perception and performance, working with customer relations, field training, sales, analytics and others to help us all know what we need to improve our experience and deliver more value each day when we show up for work.
- You'll create key messaging and customer facing copy to be used for both internal and external communications. You will also conduct presentations and provide product education and training to internal teams as well as PADI Members.

Activities unique to PADI's business:

- As a product leader you'll want to understand the diving experience through direct contact with students, instructors and dive center operators. It is also expected that you understand PADI's business model and relationship with dive stores and instructors. If you're open to it, we'd encourage (and help) you to become a diver yourself and experience both the rewards and challenges of learning to dive firsthand.

- We are evolving our digital learning platform as we go, and a willingness to learn our current model will be just as important as leading an initiative to identify our next evolution of product delivery. You'll also want to get outside of the building and develop ties into the digital learning industry, be familiar with software providers, potential partners and what the best practices are.
- You'll establish close working relationships with marketing and our other product teams (Industry Products, Engagement & Commerce, Travel) to find opportunities to integrate experiences in a way meaningful to customers and to drive greater overall engagement and value.
- You'll be working closely with our training content development team, translations and production teams to ensure that quality is incorporated at each step in our digital learning development, update and optimization approach. PADI's top priority is teaching people to dive safely and our educational products are where safe diving starts.

Skills and Experience You'll Need to be Successful in This Role

- 5+ year's experience managing multiple related products in Agile and/or SCRUM development environments with cross-functional teams; leading and taking responsibility for executing vision through well designed strategy roadmaps, requirement stories, and backlog management. Experience effectively managing multiple subject matter experts into the product management process is a plus.
- You've worked with a variety of teams to successfully deliver results in some or all of the following product related environments: digital learning, B2B, B2C, web, mobile, SaaS, or other common delivery or sales methods.
- You are able to cultivate productive business relationships and interact in a professional manner that best represents the department with both internal personnel, and with PADI Professional members.
- You have the ability to effectively collaborate with executives, managers, product managers, engineers, and researchers to define, conceptualize, and design user-facing products
- Demonstrated ability to drive quality into high-consequence, high visibility products while encouraging innovation and continuous improvement.
- You've led one or more products in a progressive digital learning environment or equivalent, and have established metrics for tracking and managing product performance.
- You have a track record for using data to inform your decisions, being decisive and moving quickly even in the face of incomplete information. You are able to adapt and evolve your thinking when new information comes to light while still maintaining momentum across the team.
- Experience managing products with multiple end user delivery points: Web, mobile, desktop, and various communication platforms.
- Experience managing products that are globally available at scale. This role will manage products available in 180 countries and 25 languages to over 130,000 instructors and a million students per year.

Founded in 1966, PADI has grown consistently through our 53 years in business, continually raising the bar for the industry we are all so passionate about. We know who we are as a company but never let that hold us back from reinventing ourselves and keeping our mission modern and relevant. One thing that stays consistent is our mission to be "The Way the World Learns to Dive". PADI has certified over 27 million divers during our history, an achievement no other scuba diving agency can claim.

PADI strives to create a work environment that respects individual contribution while maintaining a strong team approach for successful execution of business objectives. The executive team believes in a work-life balance that enables employees to meet their personal and family needs with flexible hours and a robust benefits plan.

If this job sounds interesting to you and you meet these requirements described above, we'd like to get to know you! Please submit your resume & salary requirements to jobs@padi.com . To learn more about our company visit us at www.padi.com

Applicants must possess the right to work in the United States.

PADI is The Way the World Learns to Dive.