

## Senior Digital Product Manager

Location: Arlington, Virginia (Flexible)

### About Fluence

Fluence, a Siemens and AES company, is the leading global energy storage technology solutions and services company that combines the agility of a fast-growing technology company with the expertise, vision, and financial backing of two industry powerhouses. Building on the pioneering work of AES Energy Storage and Siemens energy storage, Fluence's goal is to create a more sustainable future by transforming the way we power our world. The company offers proven energy storage technology solutions designed to address the diverse needs and challenges of customers in a rapidly transforming energy landscape, providing design, delivery and integration in over 160 countries. Fluence works closely with customers throughout their journey and provides advisory, financing, and project lifecycle services.

### Job Description

Do you want to work to transform the global electricity industry? Do you believe that energy storage is the key to a clean energy future? Do you love learning and strive to improve the environment around you? Do you want to work at a collaborative entrepreneurial startup with the backing of two industry powerhouses, AES and Siemens?

Fluence is seeking a Senior Digital Product Manager to help us grow the value that we deliver to customers through commercializing and expanding our data-driven, digital intelligence offerings. The Senior Digital Product Manager will lead digital product strategy and product planning topics, with particular focus and oversight of product definition, pricing, positioning, roadmapping, and go-to-market for Fluence's digital products. This role requires a special person who can create a start-up within a start-up. Fluence has been successful in rapid topline growth delivering energy storage projects around the globe, and as such has a huge installed base. This product manager will help the business cultivate and grow software-as-a-service offerings and monetize the maintenance of the sophisticated software that is already within the deployed solutions. As a member of the Digital Products & Marketing team, the Senior Digital Product Manager leads the

revenue and margin planning for digital offers, drives the go-to-market planning, is directly involved in the specification of product functionality and is a key stakeholder in technology development for Fluence's product offerings. To ensure product development priorities meet business needs and are aligned with overall strategy, this role works highly cross-functionally, touching nearly every other part of the organization. The Senior Digital Product Manager also stays current on customer needs, competitors' offerings and industry trends, to ensure Fluence's product plans result in offerings which are uniquely valuable to customers.

## Major responsibilities include:

- Provide thought leadership in digital product planning and strategy discussions.
- Lead and execute a plan to enable Fluence sales team to sell software-as-a-service products, with specific financial targets noted
- Direct interaction with customers and Sales team to assess customer needs and develop product development plans.
- Interaction with other key external stakeholders such as suppliers and industry trade organizations.
- Develop and own a product roadmap with clear ROI and business case justification. Optimize prioritization of development activities to maximize Fluence's competitive differentiation and achieve financial goals.
- Work with teams worldwide to analyze requirements and find commonalities and differences in local requirements.
- Initiate, implement the backend processes Fluence will need to be able to sell, maintain and upgrade deployed software
- Work closely with other product managers at Fluence to create product management processes – with those that can be common across hardware, solutions and software becoming standardized. Identify and implement processes unique to software offers
- Definition and grooming of requirements and specifications while participating in an Agile technology development process.
- Analysis of competitor solutions and insights into what development is needed to increase differentiation or close gaps.

- Ownership of product documentation development and management, including documentation for both internal and external audiences.

## Qualifications

The ideal candidate will have 10+ years of experience in software product management or product development roles, especially for a mid-size energy or technology company undergoing rapid growth. A BS in a technical field such as engineering, and/or an MBA, is preferred but not required. Most critical is an educational and work history background demonstrating deep competencies in analytical thinking encompassing both technical and commercial strategy as it relates to bringing software offers to the market.

Required skills include:

- Direct experience developing software products and associated go-to-market plans
- Experience as a product manager – proven ability to create business cases and ROI forecasts, proven ability to create go-to-market plans and translate them to sales teams
- Proven ability to learn fast.
- Willing to be accountable to develop and deliver plans, learning and failing fast along the path to success
- Knowledge of the underlying business tools, processes a company must implement internally to transact software
- Possesses strong interpersonal communications skills to coordinate with diverse internal and external teams worldwide.
- Demonstrates sound business judgment.
- Takes individual initiative and works with minimal supervision while being a collaborative team player and a leader
- Works dynamically, across multiple teams and projects concurrently, in a technical business environment.
- Possesses an entrepreneurial drive for getting things done and a “whatever it takes” attitude.
- Experience in workflow tools such as JIRA.
- Experience in and knowledge of Agile development methods.
- Ability to utilize data and statistical analyses to inform decisions.

# FLUENCE

A Siemens and AES Company

- Has excellent English verbal and writing skills. Additional languages or international work experience are a plus.
- A desire to make the world a better place through technology.
- Desired skill: knowledge of Fast Works and how to implement for quick iteration

Please send your resume and cover letter to [careers@fluenceenergy.com](mailto:careers@fluenceenergy.com)

We value equal opportunities and look forward to applications from people with disabilities. Fluence Energy IS AN EQUAL OPPORTUNITY EMPLOYER and fully subscribes to the principles of Equal Employment Opportunity, to ensure that all applicants and employees are considered for hire, promotion, and job status without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, marital or familial status.