



Product Manager

One of the many reasons people love to work at Corel is our people. We're passionate about what we do and who we do it for. Others are drawn to our creativity and unwavering commitment to excellence. So if you're looking for a great place to work, a place where you can make a real difference, find out if this exciting opportunity is for you.

We're looking for a **Product Manager** for CorelDRAW Graphics Suite — our flagship product that started it all. We want someone with an entrepreneurial spirit and a fierce desire to drive results. Someone who values big ideas as much as we do!

Responsible for the CorelDRAW creative graphics products, the successful candidate has an exceptional combination of strong relationship-building abilities, project management skills, and a positive attitude. The candidate will thrive in a marketing-led business, in a results-driven organizational culture, and is motivated to quickly make an impact within our dynamic team.

This is a Regular Full time position located in Ottawa, Canada.

Responsibilities:

- Drives product management processes that support the product line life cycle, from planning to tactical activities, being the key driver of new versions launch activities
- Participates in the 3-year strategy for the product line and develops effective implementation plans, managing the execution of plans across near and long-term
- Champions cross-functional relationships with software development, marketing, support, finance, legal and sales teams around the world, helping everyone align behind the product positioning, key benefits and target customers
- Contributes to competitive analysis, identifying industry trends and relevant standards
- Integrates customers and market insights into product & marketing requirements
- Accountable for product line roadmap, revenues and profit contribution:
 - Drives a desktop + mobile + web product offering within budget
 - Works on business models, including subscriptions, that align customer and market requirements with business goals
 - Actively participates to understand barriers to customer adoption and executes plans to increase customer acquisition and reduce cost-per customer-acquired
 - Analyzes historical performance to enhance understanding of business drivers
- Serves as internal and external evangelist for the CorelDRAW product offerings:

- Represents the product line at industry events, and to customers, analysts, press and partners
- Presents to and influences customers, partners and industry analysts
- Participates in social networks and communities to represent the product

Requirements:

- 3+ years in product management, with specific knowledge of the graphics and imaging software market, products and competitors being a strong plus
- Must possess a unique blend of business and technical savvy and strong analytical skills
- The position requires a highly motivated and capable professional who has a proven track record in managing projects and products, ideally targeted at the small and medium-sized businesses
- Must possess a very strong knowledge and understanding of project management skills
- Must enjoy spending time in the market to understand problems, and find innovative solutions for the broader market
- Must be process-oriented and well organized
- Must be able to work effectively across cultural and language differences
- Excellent written and verbal communication skills
- Willing to travel globally for up to 15% of the time
- University degree (MBA is a plus)

Desirable Experience:

- Experience in a graphics-related space
- Experience in the desktop software, SaaS as well as mobile and web apps
- Experience working with product marketing and marketing communications, such as branding, PR, advertising, direct mail and online marketing
- Experience working with manufacturing teams on physical good production, SKU creation and management, and units forecasting
- Experience working with a legal team on negotiating, drafting and reviewing contracts with third-party partners
- International experience – working to develop marketing plans in the Americas, Europe, Japan, China, Brazil, Russia and other emerging markets
- Additional language(s) a plus

About Corel

At Corel, we strive to give people the broadest choices in software and the freedom to express themselves in exciting, creative and persuasive ways. One of the world's top software companies, Corel boasts some of the industry's best-known graphics, productivity and digital media products. Our lineup includes CorelDRAW® Graphics Suite, Corel® Painter®, Corel® PaintShop® Pro, Corel® VideoStudio®, Corel® WordPerfect® Office, Pinnacle Studio™, Roxio Creator®, Roxio® Toast® and WinZip®.

Corel offers a competitive compensation and benefits package.

To apply, please send in your resume in a PDF format to careers@corel.com indicating the job you are applying for.

We wish to thank all applicants for their interest and effort in applying for this position, however, only candidates selected for interviews will be contacted.

[For more information on Corel, please visit www.corel.com](http://www.corel.com)