

<b>Job Title :</b>	<b>PORTFOLIO MANAGER AEC-BUILDING</b>
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**General Information**

<b>Level :</b>	Manager
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**Department Information**

<b>Department :</b>	Strategic Marketing
<b>Other members:</b>	4 members (1 director + 3 portfolio managers) located in different countries
<b>Position :</b>	Reports to the Arkance Strategic Marketing Director located in France / Works mainly with the ARKANCE-SYSTEMS network

**Job responsibilities**

<b>Purpose &amp; dimension :</b>	Responsible for understanding, synthesizing and prioritizing requirements from customers to assemble a value proposition for how ARKANCE can deliver products and solutions for the Architecture, Engineering & Construction (AEC) market.
<b>Main duties :</b>	<p>Portfolio manager AEC-BUILDINGS is in charge of the following:</p> <ul style="list-style-type: none"> <li>• <b>Customer knowledge:</b> getting a deep understanding of the customer jobs, pains, gains. Overseeing the process of engaging with strategic customers and partners to gather requirements, prioritize needs, and understand business workflows (surveys, customer panels, industry summits...). The Solution &amp; Product Manager for Buildings listens the voices of the key personae of our market; based on these insights, establishes a customer mapping and segmentation at European level.</li> <li>• <b>Market knowledge:</b> mapping the competitive landscape of our market segments and ensures that the value behind each segment is large enough to reach company's business goals in terms of revenue and leadership position.</li> <li>• <b>Sharing</b> both of these <b>insights</b> with our CTO team in order to feed them in their mission of improving our technological assets. As regards to our own IPs development, making go/no go recommendations based on the data.</li> <li>• <b>Value proposition:</b> based on the insights collected through customer and market knowledge, the Solution &amp; Product Manager for Buildings delivers to our Operation (Sales &amp; Marketing) &amp; Customer Success teams the right stories for the right segments. <ul style="list-style-type: none"> <li>○ Works with CTO's team to inventor assets (partners' portfolio, own IPs and/or services) and determine ways that they can be leveraged to accelerate solving market problems. Assembles these compelling technologies to create added-value workflows that will transform operations of our customers. On that path, provides PPM guidelines and info collected on customer needs and/or global &amp; local ecosystems to drive innovation.</li> <li>○ Briefs the Marketing team to allow them to transform our unique value proposition into an inspirational messaging, to maintain information on the products through blogs, white papers, and presentations and to deliver go-to-market plans that will sustain the execution.</li> <li>○ Supports sales managers in their appropriation of this value proposition and enhancement of their teams.</li> </ul> </li> <li>• Portfolio Business performance management: defining the business objectives of the portfolio (Sales and profitability) in partnership with the Sales organizations and the CTO and monitoring the adoption of our solutions and the evolution of our market share and revenue; contributes to enhance Portfolio Management and PLM.</li> </ul>
<b>Work conditions :</b>	Located in one of the Arkance-Systems' territories with frequent travels across Europe Company car

**Job requirements**

<b>Qualifications :</b>	<ul style="list-style-type: none"> <li>• Bachelor's or higher in engineering or other relevant field (civil engineering or architecture preferred) level</li> </ul>
<b>Competencies :</b>	<ul style="list-style-type: none"> <li>• First experience in AEC industry, use of technology on multiple platforms, especially Autodesk, Bentley, and IFC-related products and technologies would be appreciated</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience with design or engineering applications and technology for visualization, architecture, collaboration, bidding/estimating, ...</li> <li>• Consulting services and/or project management experience associated with AEC practice, applications, or technologies in real-world contexts</li> <li>• Background with sufficient technical skills to be able to interact with specialists (at internal or customer level) and understand both applications and technologies</li> <li>• Business orientation to gain commitment of BU managers and to challenge “Offer &amp; Innovation direction” by bringing economic and customer-application arguments</li> <li>• Fluent in English, additional European language (French, Deutsch, Polish...) a plus</li> </ul>
<i>Personal skills:</i>	<ul style="list-style-type: none"> <li>• Structured and open mind able to develop productive relationships with customers, partners, colleagues and management</li> <li>• Ease to collaborate in a multicultural environment and a matrix organization</li> <li>• Thought leaders (internally &amp; externally)</li> <li>• Ease of working well with remote teams and ability and willingness to travel</li> <li>• Capability to effectively document and verbally communicate market requirements to portfolio development technical staff</li> <li>• Excellent interpersonal, writing, presentation, and leadership skills</li> </ul>

***Measurement of success (not limited to)***

Average revenue per user (Monthly recurring revenue / total number of accounts)  
Customer Lifetime Value (Average revenue per user \*Average customer lifetime)  
Net Promoter Score  
# of focus groups and/or customer interviews / # of participants to the ARKANCE Knowledge European survey  
# of visits on PM’s SharePoint (or any global library)