



Product Specialist

Department: Technology

Reporting: Manager, Product Development

About Valeyo

Do you want to make a difference? Valeyo is a fast-growing organization focused on delivering smart, innovative, cloud-based, lending and insurance technologies for financial institutions across Canada. We work with over 100 financial institutions and 3rd party providers across Canada, to build relevant, comprehensive solutions that drive value and growth for our partners, while helping change the lives of hundreds of thousands of Canadians every year. Valeyo is an affiliate of US based Securian Financial Group, a Fortune 500 company and the 8th largest Life insurance company in the US. Valeyo's technology team is in a unique position operating with the mindset of a startup while backed by the authoritative expertise of an industry leader. The team's mission is to deliver the next generation customer experience in lending and insurance technologies and to consistently deliver new innovations through technology. We are driven by customer and market intelligence, data-driven insights and agile technology development to reshape the entire lending ecosystem. At Valeyo, whether you're an accomplished professional or a promising new talent, you'll have opportunities to continuously learn, grow and advance in your career. We encourage and are pleased to consider all qualified candidates and are committed to supporting an open and inclusive environment. If you are results orientated and obsessed with exceeding customer expectations, we want you to be part of our team!

Role

As part of the Valeyo Sales Operation team, the successful candidate will assist the Product Manager with the analysis and development of new products and partnerships that meet business and market needs. You will guide new products as assigned through the product development process, conduct market research and analyze competitor products. You will ensure product/business reports are up to date, analyzed and communicated corporately. In addition, the Product Analyst will assist in the ongoing review of current in-market products for Valeyo business partners and make adjustments as needed to ensure continued and long-term market success that contributes to profitability and growth. The Product Analyst will ideally have a solid technical background to work with and support project managers when required.

Duties and Responsibilities

- Assist and/or lead product design, development and management initiatives from product specifications to marketing and sales strategy, contracts, regulations, RFI/RFP, and deployment of new products.
- Engage all necessary internal and external partners/stakeholders to define scope, costs, timelines for updating existing products and/or implementing new products to ensure alignment.
- Assist in all business and operational partner development initiatives to assist Product Development and Sales Departments and further develop capabilities in program implementation, marketing strategy, contracts, sales strategy and assistance, RFI/RFP processes, etc.
- Manage all related reporting for each partner and product, preparing and distributing product performance reports to customers and ensure any performance issues are identified and addressed in a timely manner.



- As part of the product management function, lead ongoing in-market product reviews and recommend changes as needed to ensure continued success.
- Implement existing product updates to meet the client needs, and assist with the deployment of new products.
- Lead market and competitive research for new and existing products, producing a quarterly Product Market Review. Identify product marketing ideas and opportunities based on industry trends, current market environment and competitive trends.
- Contribute product level expertise for business cases, RFPs and proposals.
- Work with all internal and external marketing partners (e.g., TPMs, TPAs, Securian, etc.) to develop the consumer marketing/go to market plan.
- Facilitate changes to product portfolio to improve competitive position and optimal product performance.

Qualifications/Skills and Experience

- University Degree or equivalent business experience
- Strong project management, marketing and related operations skills
- Strong technical skills (ability to work with Business analyst to define business needs)
- Strong planning and organizing skills
- Strong PC skills with various software applications, i.e., Microsoft Office (Excel, Word, etc.)
- Effective communication and interpersonal skills
- Able to work in a stressful and highly demanding environment
- Ability to multi-task and work with a diverse group of people
- Knowledge of insurance principles and practices to solve problems; Life license would be an asset

Desired Requirements

- Broad understanding of Company business
- Product knowledge