

Job Description – Product Manager



Breathe Well-Being



Backed by Y Combinator, Accel Partners, General Catalyst, Scott Shleifer, Global MD, Tiger Global, and other leading institutional investors, Breathe Well-being is helping 70M Indians to prevent and manage, and reverse Type 2 Diabetes.

Over the next 5 years, we are on a mission to help 1M Indians reverse and manage Type 2 Diabetes while building a trusted and loved community for people with chronic conditions.

We have a clinically verified digital well-being game that helps people with Type 2 Diabetes reduce blood glucose and lose weight, fun and engagingly. We combine principles of game design with our community-first approach and a proven Diabetes reversal curriculum to make adherence to our protocols simple and intuitive. Our Net Promoter Score is 76 and more than 40% of our current customers are coming from word of mouth!

Our Team

Founded by Rohan Verma and Aditya Kaicker, repeat founders in healthcare, we are a diverse group of 100+ people (doctors, engineers, designers, fitness coaches, and dieticians) who have been fortunate to study at leading colleges like UCLA, NTU, BITS Pilani and have extensively worked at great companies like McKinsey&Company, Accenture & Nomura.



About the Role

We are looking for an experienced Product Manager who is passionate about building products that customers love. We are building products for two audiences: our users (patients) and our internal team. The ideal candidate will be responsible for the product planning and execution throughout the product lifecycle, including gathering and prioritizing product vision and working closely with founders, engineering, sales, marketing, and support teams to ensure revenue and customer satisfaction goals are met. You will join a dynamic and fast-paced environment, manage a team of 5+ (analysts and designers), and work with cross-functional teams to design, build, and roll out products in mobile, web, and backend ops consoles that deliver the company's vision and strategy.



Responsibilities

- Increase overall engagement rate - Build stickiness, and ease of use in the product to drive DAU/MAU and improve user retention cohorts.
- Achieve high participation in new Community features - Experiment with features like news feed, challenges, and P2P interactions
- Optimize Coaching Ops - Support Coaching Academy through our proprietary backend console to automate behaviors and provide suggestions for interventions, helping save the coaches' time in their daily operations.
- Increase Curriculum usage - provide insights on strategy for higher usage and better UX
- Product-led Growth - build products, features, and freemium models to drive more renewals, referrals, and higher NPS.
- Translate product strategy into detailed requirements for prototype construction and final product development
- Create product strategy documents that describe business cases, high-level use cases, technical requirements, revenue, and ROI.
- Build Dashboards to increase visibility and usability for increasing daily efficiency in work.

Compensation

Industry leading compensation with potential ESOPs

Please drop your resume at careers@breathewellbeing.in

Requirements

- Undergraduate/Postgraduate from top-tier schools like IIT/ BITS/ IIM/ ISB will be preferred
- 5-7 years of strong experience in product-based companies. 2+ years exp in an early stage company preferred (Series-B or earlier)
- Proven track record of increasing referral rate or viral loops or K factor by building or improving product-led growth features will be an advantage
- Proven track record in building & improving community feature-specific retention cohorts will be an advantage
- Strong familiarity with quantitative product tools like MixPanel, Amplitude, etc to problem find
- Exceptional user interviewing ability to build and test hypotheses about new features to build and old features to kill
- Proven experience overseeing all elements of the product development lifecycle.
- Highly effective cross-functional team management and communication skills.
- Previous experience delivering finely tuned product marketing strategies, building community, and revenue-generating features.