



Introducing

Global Product Management Team



Purpose

We want to create a new global product management team to strengthen our product awareness and ensure our advisory and deliveries are keeping up with the accelerated innovation from Microsoft and key ISVs

MARKETING

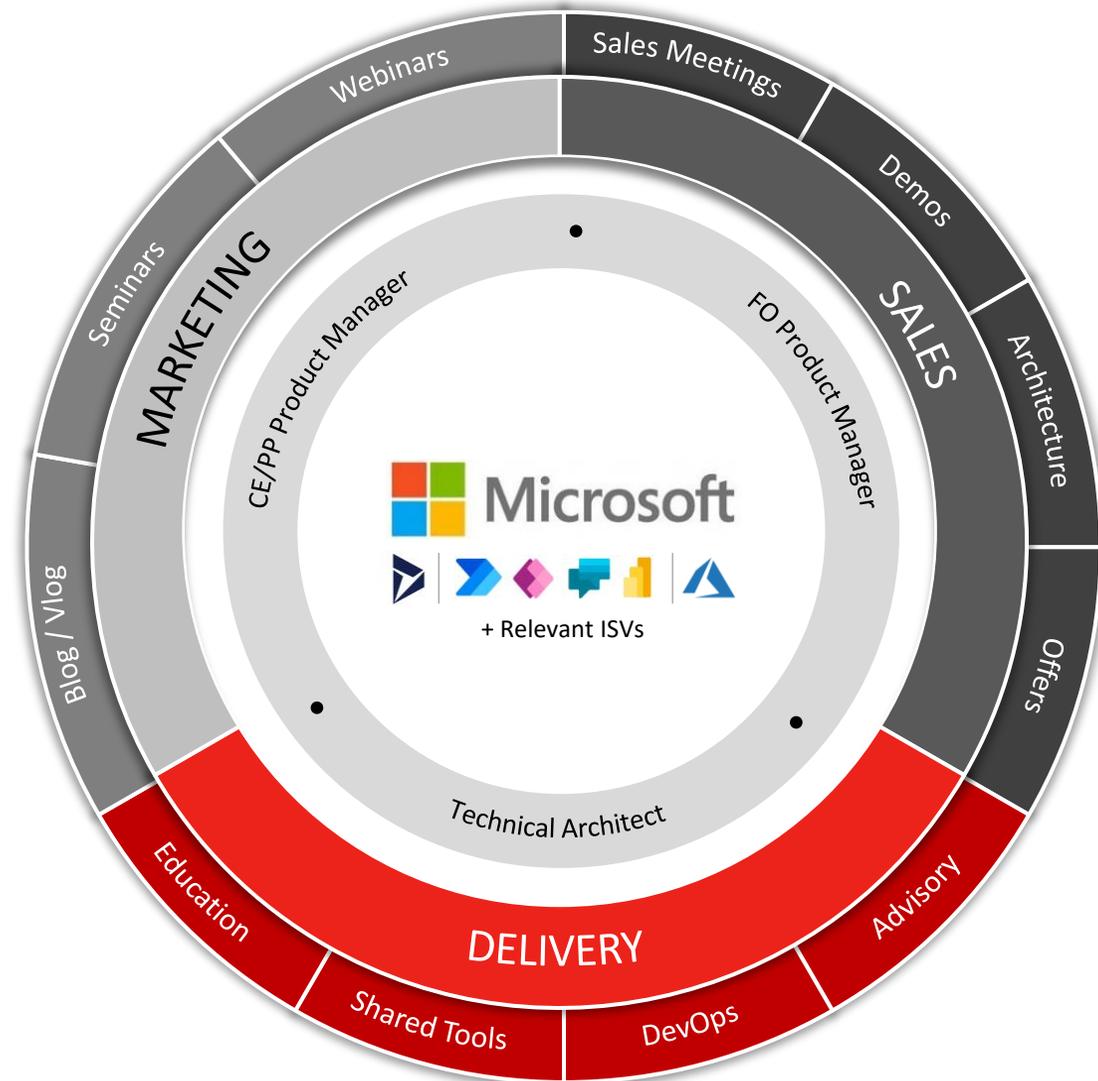
We want to improve our brand-awareness and number of leads **by** being much more active in the Dynamics communities and broadly publish insights on the products.

SALES

We want to improve our win-rate and rather sell a journey than a standalone project **by** assisting local pre-sales by applying a deeper and cutting-edge product knowledge in the sales engagement, and not only address the Customer's imminent pain but provide real inspiration and raise *their* goal of digitization.

DELIVERY

We want to improve the relevance of our delivery teams by continuously pushing material the products, promote best practice and offer a CoE function for product-related questions and advice



Structure



ORGANIZATION

The team will consist of 3 fulltime employees. Two Product Managers, one for CE/PP and one for FO, and a Technical Architect tying up these products with various Azure services and best practice implementation. Everyone will be very senior profiles. The team will be truly global. Sitting in different parts of the world and cater to every AlfaPeople location on equal terms.



MANAGEMENT

The team will be managed by Shared Service Director in Europe, who already today run several cross-location projects and services and reports to global CEO



OPERATION

The team will get a MS Teams site for all material, conversations and tasks. The Team will have a task board, where all tasks will be created and followed-up on.



GOVERNANCE

The team will submit hours in PSA and have a weekly meeting with their Manager to align on tasks, status and prioritization. The manager will send out an email every month to CEO, CFO, General Managers and Global Marketing Director with a brief description of last month's efforts and plans for the future.



COSTING STRUCTURE

Direct salary of all three members and all accrued expenses will be shared monthly via the global GP1 split.

Services



- The team will continuously
 - Be up-to-date on Microsoft's products and trending third-party products.
 - Be active with posts, comments, webcasts on LinkedIn and within the Dynamics fora
 - Be active in the collaboration with Microsoft seeking influence and recognition – actively pursuing/retaining MVP or FastTrack Recognized status.
 - Produce blogs/vlogs about news and tips on the products. AlfaPeople's global Marketing will assist with layout and branding, and with run campaigns drawing attention to these articles/videos
 - Publish material on the products on AlfaPeople's News Hub as inspiration to our delivery teams
 - Develop and promote best practice implementation guidelines (e.g. within DevOps)
 - Develop and promote a stronger global delivery-community with the aim of gaining more benefit of reusable components
- Local/global marketing *can request* seminars/webinars/articles on specific topics
- Local sales *can request* participation in a sales process, incl. RfP, Sales Meetings, Demos and overall architecture
- Local delivery *can request* advice in a product-related and/or architectural decisions