



## **Product Manager – Business Development Team**

TPAC is seeking a **Product Manager** to join our growing organization at our offices in Blaine, MN. Are you passionate about designing, building and distributing tools to bring better healthcare to people? TPAC Business Development team seeks someone skilled at identifying customer needs and guiding cross-functional teams to bring products to market and ensure traction. This person will coordinate new and innovative platforms and programs along with leveraging tactical alliances to further TPAC's mission.

### **Functions**

- Lead the development and execution of new products, ensuring they are built, refined, and positioned for successful sales and adoption
- Collaborate closely with sales teams, both internally and externally, to support the selling process and drive revenue generation for TPAC product offerings
- Communicate key messages and engage with many diverse functional stakeholders through the product lifecycle
- Identify opportunities to innovate and expand TPAC product offerings in alignment with the company's mission
- Modify existing products to better serve the company's mission, leveraging market insights and customer feedback
- Cultivate relationships and collaborate across departments within TPAC to ensure alignment and support for product initiatives
- Maintain a deep understanding of employer stop-loss products and market trends to inform product development and strategy
- Contribute to the creation of marketing strategies for TPAC products, leveraging insights and data to drive effective campaigns

### **Preferred Qualifications**

- Proven experience in product management within the insurance or healthcare industries, with a focus on developing and launching successful products.
- Strong understanding of sales processes and the ability to support sales teams in achieving revenue targets.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively across departments and stakeholders.
- Strategic mindset with the ability to identify market opportunities and drive product innovation.
- Knowledge of marketing principles and experience contributing to the development of marketing strategies
- Ability to thrive in a fast-paced, dynamic environment and manage multiple priorities effectively

### **About TPAC**

TPAC is a Managing General Underwriting firm located in Blaine, Minnesota. In business since 1991, TPAC's mission is to change the way healthcare is financed, disclosed and delivered, both in our community and across the country. We need people who value **honesty** and transparency; people who take **ownership** and responsibility of whatever they are doing. We seek individuals who value all people and interact with **humility** and **respect**; people who love to dig deep into issues, who are **curious** and who understand life is about more than work. If you believe in TPAC's mission and share our Core Value, then we would love to talk about how we can make a positive impact together.