Job Title:	**Senior Progran Manager, Product – Customer**	**Location:**	**Bangalore**
Department/Team :	**Product Management**	**Hiring Manager:**	**Nirav Rawell**
Version:	**1.0**	**Date:**	**23rd Jan 2026**

ProHance Overview:

ProHance is a fast-growing **B2B SaaS company** focused on helping enterprises gain a clear, data-driven view of workforce productivity and operational effectiveness. Trusted by global enterprises across industries, ProHance enables leaders to make better decisions by combining deep work analytics with actionable insights.

As enterprises rapidly adopt **AI and automation**, ProHance is at the forefront of this shift—building **AI-powered, insight-driven products** that help organizations measure impact, improve productivity, and realize ROI from technology investments. With a strong foundation in enterprise-scale deployments and a growing focus on **Generative AI–led experiences**, ProHance is evolving its platform to shape the future of work in an AI-augmented world.

Joining ProHance offers the opportunity to work on **high-impact, AI-first product initiatives** while helping scale a proven platform used by large, global customers.

Job Position: Senior Program Manager
Job Location: Bangalore
Experience: 5 – 7 years
Education: MBA from a Tier-1 institute preferred`
Reporting to: Senior VP – Product Management
Role Type: Individual Contributor

Role overview:

We are looking for a **Senior Program Manager, Product – Customer Engagement** to design, run, and scale **structured customer engagement programs** that directly inform product decisions. This role sits within the Product organization and acts as a **bridge between customers and Product, Design, and Engineering teams**.

You will own end-to-end customer programs such as **beta programs, customer advisory boards, focused group discussions (FGDs), product councils, and special engagement events**, ensuring that customer feedback is systematically captured, synthesized, and fed back into the product development lifecycle.

This role requires a **self-starter** who can define operating models, run engagement cadence, and maximize the impact of customer insights on product strategy and execution.

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Key Responsibilities:

Customer Programs & Engagement

- Design, launch, and manage **customer engagement programs** including betas, pilots, FGDs, customer advisory boards, and special events
- Identify and onboard the right mix of customers across industries, regions, and personas
- Own program calendars, engagement cadence, and participation tracking

Operating Model & SOPs

- Define SOPs, playbooks, and templates for customer engagement programs
- Establish repeatable processes for recruiting customers, running sessions, capturing feedback, and closing the loop
- Continuously improve the engagement model based on effectiveness and outcomes

Feedback Synthesis & Product Input

- Synthesize qualitative and quantitative customer feedback into clear themes, insights, and recommendations
- Funnel insights into Product, Design, and Engineering teams in a structured and actionable manner
- Ensure customer input is tied to product decisions, roadmap discussions, and prioritization

Cross-Functional Collaboration

- Work closely with Product Managers, Designers, and Engineers to prepare for customer engagements and follow-ups
- Enable internal teams to make the most of customer interactions by providing context, agendas, and synthesized outputs
- Partner with Sales, Customer Success, and Marketing where relevant to ensure aligned customer communication

Program Impact & Measurement

- Track participation, feedback quality, and downstream impact of customer programs
- Measure how customer insights influence product decisions, improvements, and adoption
- Share regular updates with product leadership on learnings and outcomes

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Required Qualifications

- **6–9 years of experience** in Product Management, Product Operations, Customer Programs, or related roles
- Strong experience working directly with **enterprise customers**
- Demonstrated ability to run **structured programs** end-to-end with minimal oversight
- Excellent facilitation, communication, and stakeholder management skills
- Strong synthesis skills — ability to turn raw feedback into clear insights
- Comfortable working across Product, Design, Engineering, and GTM teams

Preferred Qualifications

- Experience running **beta programs, advisory boards, or structured customer research initiatives**
- Background in **B2B SaaS or enterprise platforms**
- Familiarity with product discovery and feedback methodologies
- Experience working with global customers across industries

What Success Looks Like in This Role

- Consistent, high-quality delivery of product features
- Positive feedback from engineering, design, and customer-facing teams
- Growing ability to independently own larger problem areas over time
- Increasing customer impact and adoption of shipped features

Why Join Us

- Opportunity to shape how customer voice directly influences product direction
- High visibility role within the Product organization
- Meaningful impact on product quality, adoption, and customer trust