



## Head of Product Development

Job Title: Head of Product Development

Reports to: Chief Executive Officer

### **Company Summary**

BTCS Inc. (“BTCS”) is an early mover in the blockchain and digital currency ecosystem, and the first “Pure Play” U.S. publicly traded company focused on blockchain infrastructure and technology. Through its blockchain infrastructure operations, the Company secures disruptive Proof-of-Stake blockchains by actively processing and validating blockchain transactions and is rewarded with native digital tokens. The Company is developing a proprietary Staking-as-a-Service platform to allow users to stake and delegate supported cryptocurrencies through a non-custodial platform.

### **General Scope and Summary**

BTCS is searching for a creative, resourceful, integrative thinker for an important role as the head of Product Development. This individual will work closely with the CEO, COO and CTO to drive the platform development forward in the most efficient way and deliver it to the market. The ideal candidate will create and manage a product roadmap, be an integral part of the product development process working closely with our CTO and development team, analyze targeted audiences, research competitors and drive product marketing efforts.

### **Skills Required**

An individual must have the following skills:

- Communication skills - Candidate must be able to communicate their ideas effectively and share their goals and expectations with team members so that the product development stays on track. Candidate also needs to be able to communicate the value proposition to customers clearly.
- Marketing skills – Candidate must be able to promote the platform as well as any new products or features successfully. They should also be able to adapt quickly to changing market demands.
- Strategic thinking - Candidate must have the ability to think strategically through each step of the product life cycle, from the initial design to how to eventually launch and distribute the product.
- Business skills - To develop a successful product strategy, candidates need to have basic business skills. These skills include budgeting and building detailed financial projections. Candidate must be able to communicate this information with company leadership effectively.
- Technical skills - As the head of product, candidate needs to have the technical skills needed to guide and work with software engineers to identify and solve problems and ensure that the product delivers a positive user experience.



- Interpersonal skills - It isn't possible to develop a product on your own, so the head of product needs strong interpersonal skills such as being able to listen, negotiate and work well with others.
- Flexibility - A successful head of product must be comfortable dealing with a bit of uncertainty. A successful candidate should have the ability to prioritize based on what's important at the moment.

### **Qualifications:**

- Bachelor's/Master's degree.
- 5+ years of software product management experience
- Have acted as a product owner within a scrum team for at least 1 year
- Deep understanding of the scrum methodology/process
- Have managed a roadmap and priorities
- Ability to dive in and create workflows and user stories, with an attention to detail (thinking through error states, edge cases, etc)
- Must have familiarity with Blockchain Technology so basic terminology does not need to be explained
- Exceptional interpersonal communication, relationship management and organizational skills
- Analytical - problem solving skills
- Has mining and/or staked crypto before

### **Work Environment:**

This is a high performance, high growth, fast paced, distributed start-up organization. The ability to get up-to-speed quickly, be productive and successful in an intense work environment is critical. Willingness and ability to travel as required.

Must thrive working in a fast-paced innovative environment while remaining flexible, proactive, resourceful, and efficient. Must have excellent interpersonal skills, the ability to develop important relationships with key stakeholders, good conflict management and negotiation skills, and the ability to analyze complex issues to develop relevant and realistic plans and recommendations. Must have a demonstrated ability to translate strategy into action, excellent analytical skills, and an ability to communicate complex issues in a simple way and to orchestrate plans to resolve issues and mitigate risks.

The above job description is not intended to be an all-inclusive list of duties and standards of the position.