



ProHance Overview:

ProHance is a unique real-time analytics platform provides key actionable insights to leaders and business users to take informed decisions on occupancy, availability and business volumes. It's unique representation of data brings fantastic visibility into complex processes and helps them have complete control over their day to day operations.

ProHance in a next generation Omni-Channel Operations Management Platform being leveraged by Enterprises across their back office, chat and email servicing operations. ProHance provides an Intelligent Operations Management Platform that enables companies to holistically view their operations and identify opportunities for collaboration & optimization across an Enterprise.

Workflow Growth Lead (Growth & Demand Generation)

Job Overview

Prohance is a leading provider of innovative workflow solutions leveraging cutting-edge technologies such as AI and automation. We specialize in empowering businesses to streamline their operations, enhance productivity, and drive digital transformation. Our platform integrates seamlessly with leading workflow products like Appian, Nintex, and Pega, enabling our clients to achieve their business objectives efficiently and effectively.

Responsibilities and Duties

- **Product Strategy:** Develop and execute a comprehensive product strategy for workflow solutions, aligning with the company's overall objectives and market trends.
- **Market Research:** Conduct market research and analysis to identify customer needs, competitive landscape, and emerging technologies in the workflow space.
- **Feature Prioritization:** Work closely with engineering, design, and other stakeholders to prioritize features and enhancements based on customer feedback, market demand, and business impact.
- **Product Development:** Lead the end-to-end product development process, from concept to launch, including requirements gathering, user story definition, and feature development.
- **Cross-functional Collaboration:** Collaborate with cross-functional teams, including engineering, design, marketing, and sales, to ensure successful product delivery and go-to-market strategies.
- **Customer Engagement:** Engage with customers to gather feedback, validate product concepts, and identify opportunities for improvement.



- **AI Integration:** Drive the integration of AI and machine learning capabilities into our workflow products, leveraging advanced technologies to enhance automation, decision-making, and user experience.
- **Product Evangelism:** Serve as a product evangelist, representing our workflow solutions in various forums, including conferences, webinars, and customer meetings
- **Roadmap Management:** Define and maintain the product roadmap, ensuring alignment with business goals and strategic initiatives.

Experience and Qualifications

- Master's degree in Business Management, or a related field. MBA or advanced degree preferred.
- Proven experience of total 10 + years and relevant experience of 5 + in Workflow growth management roles, with a focus on workflow solutions and technologies.
- Driving Growth and understanding customer requirement as part of pre-sales team.
- Hands-on experience with workflow products like Appian, Nintex, Pega, or similar platforms.
- Strong understanding of AI and machine learning concepts, with experience integrating AI capabilities into software products.
- Excellent analytical and problem-solving skills, with the ability to translate customer needs into product requirements.
- Exceptional communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams and communicate complex concepts to diverse audiences.
- Demonstrated ability to drive results in a fast-paced, dynamic environment, with a focus on delivering high-quality products on time and within budget.

-