* Interact with stakeholders from across the organization
  + Researchers/Analysts/Customers
  + Senior Management
  + Engineers
  + Communications
  + Human Resources
  + Operations
  + Customer Service/Help Desk
* Manage and prioritize enhancements list
* Manage projects
* Keep abreast of market trends
* Identify customer needs
* Coordinate testing
* Interview customers
* New item
* Second new item