**Senior Product Manager – Generative AI Content & Applications**

**Location:** San Francisco, CA  
**Type:** Contract (Potential to Convert to Full-Time)

**About the Role**

Williams-Sonoma Inc. is reimagining how digital content is created, scaled, and deployed through Generative AI. We are seeking a **Senior Principal Product Manager** to lead the strategy and execution of AI-generated content platforms spanning visual, textual, and functional content — including tools that generate imagery, language, and working code.

This role requires a rare blend of **technical fluency, product strategy depth, and hands-on prototyping skill**, using modern AI tooling to build high-quality, brand-aligned content experiences at scale. You'll operate at the intersection of LLMs, IDE integrations, model orchestration, and agentic workflows — helping transform how content is produced across business units.

**What You’ll Do**

**Product Strategy & Vision**

* Define and lead the roadmap for **multi-modal generative content platforms** — focusing on scale, quality, personalization, and brand fidelity.
* Drive a unified product vision across generative image, text, and code content systems — tightly aligned with creative, operational, and business needs.
* Translate advancements in AI/ML into structured, scalable content generation pipelines and customer-facing experiences.

**Hands-On Prototyping & Execution**

* Build and iterate on working prototypes using tools such as **LangChain**, **Replit**, **Vercel**, and low/no-code LLM-powered frameworks.
* Work hands-on within IDEs such as **Cursor** and **GitHub Copilot** to experiment with and evaluate AI-enhanced application workflows.
* Apply **Model Context Protocol (MCP)** principles to enable context-aware, multi-agent systems that maintain coherence, memory, and alignment across sessions.

**AI Systems, Agents & Tooling**

* Architect prompt flows and generation pipelines that integrate LLMs, embedding models, RAG systems, and fine-tuned content outputs.
* Leverage **agentic AI systems** for orchestrating task-driven processes — such as content QA, iterative testing, and auto-publishing workflows — with safety and traceability built in.
* Establish benchmarks and continuous feedback systems to evaluate AI outputs for fidelity, compliance, clarity, and velocity.

**Cross-Functional & Scalable Impact**

* Collaborate with engineering, data science, creative, and marketing teams to ensure seamless integration of AI into content and development workflows.
* Lead QA, human-in-the-loop, and feedback loop implementations to maintain creative excellence and business integrity at scale.
* Mentor junior product managers and cultivate a strong experimentation culture within AI product development teams.

**What We’re Looking For**

**Required Skills & Experience**

* 5+ years in product management, including 3+ years in Generative AI, AI/ML tooling, or developer platform products.
* Demonstrated ability to manage products for **multi-format AI-generated content** — including image, text, and application code.
* Hands-on experience with **AI-enhanced IDEs** like **Cursor** and **GitHub Copilot**, and with building prototypes using **Replit**, **Vercel**, or similar.
* Familiarity with **MCP (Model Context Protocol)** and agentic frameworks that support autonomous, goal-driven AI capabilities.
* Track record of taking AI/ML features from ideation through launch in enterprise or platform-scale environments.

**Preferred Qualifications**

* Technical background or education in computer science, data systems, or human-computer interaction.
* Experience integrating prompt engineering, vector search, RAG, and LLM APIs into production environments.
* Knowledge of ethical and responsible AI frameworks with real-world implementation experience.

**Why Join Us**

This role offers a chance to define how next-generation content — across formats — is created, scaled, and managed using AI. At Williams-Sonoma Inc., you’ll have the platform, team, and tooling to make a real impact — rethinking how the world’s leading home lifestyle brands engage their customers and operate their businesses.

* Build and ship working AI prototypes — not just PowerPoints.
* Drive innovation in image, text, and code content systems.
* Join a company committed to digital-first growth and continuous product innovation.