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# **Senior Product Manager**

BetterSleep ☑

New York, NY Remote

\$150,000 - \$180,000 a year - Full-time

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# **Profile insights**

Find out how your skills align with the job description

Skills

Do you have experience in **SQL**?

Yes

No

**Education** 

Do you have a Master's degree?

Yes

No

## Job details

Pay

\$150,000 - \$180,000 a year

Job type

Full-time

Work setting

Remote

### **Benefits**

Pulled from the full job description

- 401(k) matching
- Dental insurance
- Flexible spending account
- Health insurance
- Vision insurance

# Full job description

### **The Opportunity**

We're the creator of BetterSleep: the app that has helped more than 65 million people sleep and feel better across the globe. We have a sleep tracker, relaxing sounds, guided meditations and sleep stories, available in over 6 different languages! We set out on a mission to help people change their lives with a better night's sleep.

### Who are we and why should you join us?

- We are taking sleep to the next level. We combine great content, cutting-edge technology, and data-driven product development to constantly learn, iterate, and improve.
- We are relentless in our pursuit of better, always questioning the status quo and discovering new ways to get things done and serve our members.
- We are a community that grows together both professionally and personally. Our team is agile and nimble, allowing you to have a huge impact and carve your own path from day one.
- We invest in our team's well-being and professional development because we know that business and individual growth go hand-in-hand. You will move fast, remain flexible, and be challenged every day. Join us!

# What are we looking for?

BetterSleep is looking for a Senior Product Manager with experience and passion for building successful consumer (D2C) products. This individual will lead the web funnel & app onboarding experience, its roadmap and end-to-end implementation, working to deliver a top performing workflow by using data, creativity, intuition and innovative thinking. It is an exciting opportunity for someone who wants to make a real difference in the world.

# Responsibilities

 Developing and implementing a web funnel & app onboarding experience that drives user acquisition and conversion;

- Determine which pages in the web funnel will be used and the messaging that will be used to drive users to the app;
- Analyzing user data to identify opportunities for funnel optimization;
- Refine the app onboarding process to ensure a positive initial user journey, creating a smooth experience from installation through the first-time user experience, ultimately leading to a successful first night's sleep.
- Utilize A/B testing to determine which messages and visuals are most effective in driving users to the app;
- Track and analyze user data; use analytics to monitor and measure the performance of the web funnel & app onboarding experience;
- Working with cross-functional teams to design and develop new web funnel pages;
- Run campaigns in various channels like: email, push notifications, in-app campaigns;
- Developing and implementing KPIs and metrics to measure success and user engagement;
- Collaborating with the engineering team, marketing and design teams to ensure user experience and product quality;
- Connecting with users to understand their needs and feedback and incorporating them into the product;
- Maintaining a competitive understanding of the digital landscape and proactively identifying changes and trends in the market

### What will you NOT do?

- You will NOT worry about "runway", "cash left", or "how much time we have until the next round". We have the startup DNA but we're fully backed and funded, all the way to success.
- You will NOT be confined to your "job". You will get involved in product, marketing, business strategy, and almost everything we do.
- You will NOT be bogged down by office politics, ego, or bad attitude. Only positive, pleasure-to-work-with people are allowed here!
- You will NOT get yourself burned out. We work hard but we believe in maintaining a sustainable work/life balance. Really.

#### Requirements

- Bachelor or Master degree combined with 6-8 years of experience in a product role at a B2C company with a track record of success in owning the whole product lifecycle from ideation, vision, requirements, roadmap, specifications to release, analysis, and iteration;
- Growth and experiment-driven mindset with a proven ability to execute and deliver results.
- Deep understanding of unit/business economics and proven ability to balance business and technical considerations for product decisions;
- Ability to make quick and effective decisions in a fast-paced environment;
- Super analytical: proven experience in using data and relevant tools for driving critical business outcomes.

- Technical: Strong understanding of how applications are built, ability to participate in technical decisions, ability to read basic code and write SQL queries;
- Experience in quickly launching products on a regular basis in an agile environment with a track record of delivering products on time and with high quality;
- Great eye for UX and understanding of its related metrics;
- Excellent organizational and leadership skills, strong attention to detail, able to work independently.

#### **Benefits**

- Competitive salary & compensation;
- 401k benefits with employer matching contribution;
- Excellent health, dental, and vision coverage;
- Ridiculous perks program;
- Commuter & lunch benefits, FSA accounts, and Employee Stock Purchase Programs;
- Free access to Tele-health & BetterHelp services;
- Any piece of hardware or software that will make you happy and productive;
- Awesome people to work with;
- Nothing to slow you down;
- Helping people live a better life, every day.

The base salary range for this position is \$150,000-\$180,000 USD. In addition to the base salary, this position is eligible for a performance bonus, and extensive benefits. Total compensation is based on several factors – including, but not limited to, type of position, location, education level, work experience, and certifications. This information is applicable to all full-time positions.

At BetterSleep we thrive on difference and individuality, and as part of the Teladoc Health family, we are proud to be an Equal Opportunity Employer. We never have and never will discriminate against any job candidate or employee due to age, race, ethnicity, religion, sex, color, national origin, gender, gender identity, sexual orientation, medical condition, marital status, parental status, disability, or Veteran status.

If you require alternative methods of application or screening, you must approach the employer directly to request this as Indeed is not responsible for the employer's application process.

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