



VP of Product

Company: LASSO

Team: Leadership, reports to the CEO & Founder

Role: VP of Product

Location: Hybrid - Charleston, SC or Nashville, TN. Relocation package available for non-local candidates.

About LASSO

LASSO is the all-in-one platform where event companies work. We provide project management, inventory management, and workforce management software that helps event companies with:

- Growing revenue
- Streamlining operations
- Controlling costs
- Minimizing risk
- Real-time insights
- Attracting AV talent
- Producing events

Our mission is to inspire change for forward-thinking companies in the event and entertainment industry by bringing transformative solutions to the people that make exceptional performances happen.

Our customers produce events like the Super Bowl, The Oscars, The Grammys, NFL/MLB, Dreamforce, CMA's, etc.

LASSO is proud to have been recognized as a Best & Brightest Company to Work For for the past seven consecutive years (2018-2024). We were also named one of Inc. 5000's fastest growing companies in 2022 (#1155 overall and #146 in technology) and are honored to be featured in Inc.'s prestigious 2024 Best Workplaces list.

About the Role

- We're seeking a Vice President of Product to lead the operational side of product management across our multi-product platform. This role is ideal for a proven SaaS product leader who has scaled product teams from Series B to D, especially in vertical SaaS environments. You will bring clarity, process, and communication rigor to a fast-moving organization—ensuring our roadmap is customer-driven, our launches are predictable, and our cross-functional teams are aligned.
- You'll work hand-in-hand with our Chief Innovation Officer, who leads early-stage product ideation and validation, as well as with our CTO and Engineering leadership to ensure seamless translation of strategy into delivery. Your focus: driving a high-performing product org that ships the right things, at the right time, with confidence and quality.

Responsibilities

Product Strategy & Planning

- Own the roadmap and product planning process for all post-validated products and features
- Partner with the Chief Innovation Officer to evaluate, prioritize, and operationalize validated product concepts
- Align roadmap priorities with business objectives, engineering capacity, and market feedback

Engineering Partnership

- Act as the primary bridge between Product and Engineering, fostering deep collaboration with the CTO and technical leads to ensure delivery is aligned with architecture, scalability, and timelines
- Co-lead quarterly product/engineering planning processes, including backlog refinement, sprint prioritization, and cross-squad coordination
- Champion a unified culture of accountability, velocity, and quality across product and engineering
- Drive the adoption of shared tooling, metrics, and rituals that create transparency between Product and Engineering (e.g., roadmap status tracking, capacity planning, risk flags)

Team & Process Leadership

- Build, mentor, and scale a high-performing product management team with clear ownership and development plans
- Implement consistent product development processes across squads, ensuring predictability and visibility
- Establish strong rituals (e.g., discovery, planning, retrospective) to drive clarity and continuous improvement

Cross-Functional Collaboration & Communication

- Work with Product Marketer, Marketing, Sales, and CS to ensure crisp, timely, and consistent product messaging
- Partner closely with Design, Support, and Data to ensure product decisions reflect customer experience, support trends, and usage data
- Serve as a cross-functional orchestrator—ensuring stakeholders are aligned and products land well internally and externally

Product Forecasting & Measurement

- Own product forecasting, delivery velocity, and capacity planning
- Develop frameworks to assess product performance and outcomes (adoption, usage, satisfaction, retention)
- Leverage data to drive prioritization and resource allocation

What Will Make You Successful

- A predictable, transparent roadmap tied to business outcomes and customer needs
- Strong cross-functional alignment between Product, Engineering, Design, Marketing, Sales, and CS
- Timely, high-quality launches that are well-understood by customers and internal stakeholders
- A team culture focused on execution, measurement, and continuous improvement
- Seamless partnership with the Chief Innovation Officer to bring new ideas to market

→ **Essential qualifications**

- 8+ years of product leadership in B2B SaaS, especially in vertical SaaS or multi-product environments
- Deep experience collaborating with CTOs and engineering leaders to align product strategy with technical execution
- Track record of leading product from Series B to D funding stages and managing scaled product operations
- Strong operational and strategic planning abilities, particularly in roadmap development and product forecasting
- Proven success in building, leading, and mentoring high-performing product teams
- Excellent communication skills with executive teams and customer-facing stakeholders to ensure alignment
- Skilled at translating customer insights and market data into actionable priorities
- Comfortable working in high-growth, fast-paced, and ambiguous environments

→ **Preferred qualifications**

- Educational background in business, technology, or a related field (e.g., MBA, CS degree)
- Certifications in product management (e.g., Pragmatic Institute, AIPMM, or similar)
- Experience with tools and methodologies for scaled agile product development
- Exposure to international product expansion or multi-regional product strategy

→ **Mindset**

- Strategic thinker with a strong bias for action
- Customer-obsessed and passionate about delivering real value
- Adaptable and resilient in the face of ambiguity and change
- Collaborative leader who thrives on cross-functional teamwork
- Data-informed but not data-paralyzed—comfortable making decisions with imperfect information
- Committed to continuous improvement and learning, both personally and organizationally

We look for individuals that align to our core values: Believe the Best, Act with Purpose, Champion Success, Think Like an Owner, Be a Trailblazer, Saddle up.

Benefits

- + Hybrid work environment
- + Competitive salary
- + Health, Dental, Vision, STD/LTD coverage, starting Day 1
- + 401k match
- + Educational Assistance
- + Professional Development stipend
- + Flexible PTO
- + Technology tools to do your best work
- + Awesome co-workers

Come join us and apply now!

<https://forms.monday.com/forms/9abf67e5b155c48acf59113011617ff6?r=use1>

Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of you. Duties, responsibilities, and activities may change, or new ones may be assigned, at any time.