



Product Manager (Ad Tech, Ad Fraud) for English speaker

Job Information

Recruiter

PROGRE Ltd

Hiring Company

Ad fraud detection and cybersecurity company

Job ID

1564110

Industry

Internet, Web Services

Company Type

Small/Medium Company (300 employees or less)

Non-Japanese Ratio

About half Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Salary

6.5 million yen ~ 13 million yen

Work Hours

コアタイム10:00~17:00

Refreshed

April 16th, 2026 20:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English usage about 75%)

Minimum Japanese Level

Daily Conversation

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

This role presents an exciting opportunity to be part of a fast-evolving industry, working on products that help organizations safeguard their digital advertising investments and improve marketing performance.

As a Product Manager, you will play an important role in shaping the product roadmap, collaborating with cross-functional teams, and delivering value to our customers. You will be responsible for managing the product development lifecycle, from initial research and requirement gathering to feature delivery and iteration.

Key Responsibilities

- Support Product Strategy: Contribute to the development and execution of the product vision and roadmap through ongoing research of customer needs, market trends, and competitor offerings.
- Cross-Functional Collaboration: Work closely with engineering, sales, marketing, and customer success teams to ensure the effective planning and delivery of product initiatives.
- Customer Engagement: Conduct interviews and gather feedback from customers and stakeholders to inform product decisions and validate new ideas.
- Support Customer Success: Collaborate with the Customer Success team to understand client feedback, address product-related requests, and proactively identify opportunities to improve the user experience.
- Requirements Definition: Create clear and concise product specifications and user stories, ensuring development priorities are aligned with business goals.
- Go-to-Market Coordination: Assist in planning product launches and supporting go-to-market activities, including internal enablement, documentation, and customer communications.
- Data-Driven Decision-Making: Monitor product performance using relevant metrics and analytics, and recommend improvements based on data insights.

Required Skills

Required:

- Professional Experience: Minimum of 3 years of experience in product management or a closely related function (e.g., product operations, growth, analytics) within Ad Tech, Ad Fraud, MarTech technology company.
- Domain Knowledge: A foundational understanding of digital advertising technologies and the challenges related to ad fraud, attribution, and campaign optimization.
- Platform Familiarity: Working knowledge of digital advertising platforms such as Google Ads and Yahoo Ads, including how campaigns are created, optimized, and tracked.
- Technical Familiarity: Comfortable working with product teams on topics such as APIs, data tracking, and platform integrations.
- Customer Orientation: Demonstrated ability to understand user needs and collaborate with Customer Success or support teams to deliver effective solutions.
- Communication Skills: Strong written and verbal communication skills, with the ability to convey complex topics clearly to both technical and non-technical audiences.
- Language Skills: Proficiency in English, both spoken and written. Intermediate level in Japanese (Able to communicate in an in-house meeting).

Preferred:

- Comfort working with data analytics tools (e.g., BigQuery, Looker, Google Sheets, Excel) and interpreting usage, behavioral, or performance data to support product decisions
- Familiarity with ad performance metrics, fraud detection methods (e.g., bot traffic, click fraud), and campaign reporting.
- Exposure to attribution models or programmatic advertising workflows.

Company Description