



Candidate Brief

Product Manager

29 November 2025

Global Leaders in IoT Hardware Solutions

Digital Matter is a private equity-backed, high-growth technology company specialising in GPS and IoT hardware and software for asset tracking and sensor monitoring.

Headquartered in Perth, Australia, with regional offices in South Africa, the Netherlands, and the United States, we serve customers in over 120 countries through a global network of channel partners.

We offer one of the most robust and flexible portfolios on the market—designed for long-life performance across industries including logistics, construction, agriculture, mining, and environmental monitoring. Our devices are trusted to perform in the real world, from heavy equipment and fleet vehicles to remote infrastructure and livestock.

We are a product-led, engineering-driven organisation. Our hardware, firmware, and software are all designed in-house, underpinned by deep technical expertise and close collaboration with our partners.

The Position

The Product Manager plays a vital role in shaping and delivering Digital Matter’s product portfolio across hardware, firmware, and software. This is an end-to-end product leadership role, interfacing directly with customers and coordinating internal teams to ensure successful product development, launch, adoption, and continuous improvement.

This role bridges the gap between business strategy and product execution—working across Product, Engineering, Sales, Marketing, and Support. You will be responsible for collecting and prioritising customer requirements, developing user stories, managing feature documentation and launch materials, and maintaining the product roadmap.

A key focus of this role is guiding the evolution of Digital Matter’s hardware portfolio to ensure each device achieves strong product market fit. This includes shaping device specifications, aligning feature sets with customer needs, and ensuring field performance, power efficiency, durability, sensing capability, and connectivity all support clear customer outcomes and differentiation in the market.

You will also support the development of go-to-market strategies and contribute to technical and marketing content that drives adoption and revenue growth. The Product Manager is a central figure in aligning internal capabilities with market needs, ensuring that our products deliver value to customers and stakeholders alike. You will play a central part in hardware launch readiness, prototype field testing phases, and ensuring high-quality delivery of new device platforms into production.

Key Responsibilities

Product Leadership and Development	• Maintain deep knowledge of product-market fit, key use cases, and customer segments • Act as a central point of contact for assigned product areas • Liaise regularly with customers to gather feedback, identify requirements, and capture insights • Write clear and actionable user stories aligned to business and technical goals • Align engineering, product, and commercial objectives throughout the lifecycle
Documentation and Content Creation	• Manage product feature documentation, including user manuals, how-to guides, release notes, and update communications • Develop and maintain hardware-specific documentation such as installation guides, mounting instructions, technical specifications, and certifications • Collaborate with marketing to support blog content, social posts, and product collateral
Product Rollout and Roadmap	• Own product roadmap visibility, ensuring alignment across internal and external stakeholders • Plan and coordinate hardware release phases including prototype builds, pilot deployments, and production validation testing • Coordinate rollout activities and internal enablement for new features and updates
Customer Success and Support	• Deliver training and technical support for customers adopting new features or products • Assist in hardware troubleshooting, including analysis of device logs, power usage profiles, RF/network behaviour, and mechanical/installation issue • Proactively monitor product performance, track bugs, and escalate improvements
Strategic Execution	• Support go-to-market planning for product launches, including stakeholder alignment and documentation readiness • Contribute to performance tracking, sales reporting, and product growth strategies

Skills and Experience

Qualifications

- Bachelor's degree (or equivalent) in STEM or Business

Experience

- 2+ years in Product Management or Product Ownership within a technical or engineering business
- Strong communication skills and ability to work across functions and seniority levels
Experience writing technical documentation and communicating with clients
- Familiarity with Agile methodologies and tools such as JIRA

- Demonstrated problem-solving skills and attention to detail

Tools and Platforms

- Proficient in MS Office, JIRA, CRM systems
- Comfortable with documentation tools and technical writing

Behaviours and Attributes

- Strategic thinker with high attention to detail
- Team-oriented and collaborative
- Adaptable, with a continuous learning mindset
- Strong interpersonal skills and customer focus
- Proactive communicator with internal and external stakeholders

Reporting Line

Reports to: **Head of Product**

Supports: **Sales and Marketing teams**

Interfaces: **Customers, Engineering, Operations**

Location

Bryanston, Johannesburg

Hiring Manager

Matthew Clark-Massera

Head of Product and Customer Support

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