MAKE YOUR IMPACT ON THE WORLD

Product Innovation Manager

TrustBridge Global Foundation is a grant-making foundation based in Switzerland. We receive donations from individuals and entities all over the world and process and send grants to charities almost anywhere.

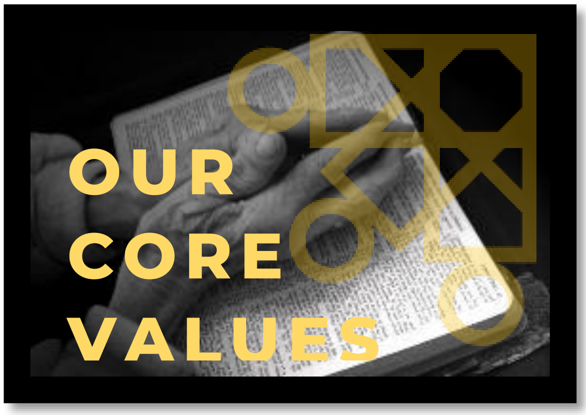
OUR MISSION IS TO **MOBILISE RESOURCES** BY **MAKING GLOBAL GIVING EASY**.

WE DO THIS BY CREATING A **GLOBAL NETWORK** OF **GENEROUS COMMUNITIES**.

Imagine anybody giving to any charity anywhere with just a few clicks. We believe that radically improving cross-border giving will change the world.

> OUR VISION IS THAT **CHARITIES EVERYWHERE** HAVE ALL THEY NEED TO **ACCOMPLISH THEIR MISSION**.

There are trillions of dollars, euros, and yen in the hands of generous people around the world, more than enough to make a significant difference in the lives of people around the world - TrustBridge will get those resources moving.



Put People First

The world tells us that we need to decide between benefiting ourselves or benefiting others. In all situations, we will choose to apply the Golden Rule and treat others as we would like to be treated. We put people first and lean into generosity. People are more important than dollars.

Trust Our People to Act

We believe in our people – their gifts, skills, and worth - and therefore we trust our people. We are self-starters and take action without waiting to be told. But not necessarily on our own – we listen and collaborate. We provide everyone with the training, strategic clarity, and radical information sharing necessary to make wise decisions.

Find a Way to Say Yes

Our team is comprised of some of the smartest, most gifted people around. We believe our clients deserve maximum effort and creativity applied towards the accomplishment of their goals. While we always need to consider costs and potential risks, we should exhaust every reasonable alternative before we say ”no, we can’t do it”.

Move as Fast as Possible, but Not Faster

In serving clients, time is of the essence. Non-profit charities should not operate at a lower standard than for-profit businesses. We strive for world-class responsiveness to client needs, while not compromising compliance with applicable laws and regulations, or our standard of excellence. Additionally, as we innovate, we move those solutions into production with real world urgency.

TrustBridge maintains a globally distributed workforce with team members in Switzerland, the United States, India, Malaysia, the Philippines and more.

THE FOLLOWING OPPORTUNITY IS FOR A **PRODUCT INNOVATION MANAGER** WITH A FOCUSED SET OF RESPONSIBILITIES.

This is an internal venture-building role. The Product Innovation Manager will treat selected initiatives as startups within TrustBridge—identifying customer problems, testing demand, developing sustainable business models, launching minimum viable offerings, and driving validated ventures toward measurable adoption and growth.

RESPONSIBILITIES AND EXPECTED OUTCOMES

1. **Venture Discovery, Validation, and Development**

   Responsibility: Lead the discovery and validation of new philanthropic products and services. Identify meaningful customer problems, test critical assumptions directly with prospective users, and recommend whether opportunities should advance, pivot, or stop.

   ***Expected Outcome*:** Evidence-based venture decisions supported by validated customer needs, defined target markets, demonstrated demand, and documented learning.

2. **Business Model Design and Experimentation**

   Responsibility: Develop and test value propositions, pricing and funding models, revenue opportunities, distribution approaches, partnership structures, and minimum viable offerings appropriate to each venture

***Expected Outcome*:** Credible and sustainable venture models, supported by customer evidence, market testing, and clear assumptions about financial, mission, operational, and regulatory viability.

3. Venture Leadership and Organizational Mobilization

Responsibility: Turn validated concepts into market-ready ventures—from defining the opportunity and securing internal support through launch, early adoption, and transition into ongoing ownership. Maintain momentum despite ambiguity, changing assumptions, and cross-functional dependencies.

***Expected Outcome*:** Assigned ventures that move beyond internal development and demonstrate measurable market traction—such as audience reach, qualified demand, customer or partner adoption, revenue, engagement, or strategic value, as appropriate to the venture.

4. Innovation Practice and Portfolio Learning

Responsibility: Help strengthen TrustBridge's innovation practice by improving methods for idea intake, customer discovery, validation, experimentation, venture-stage assessment, and learning documentation. Apply these methods first to assigned ventures and recommend improvements based on practical experience.

***Expected Outcome*:** Practical, repeatable venture-building methods informed by the experience of developing and launching the assigned initiatives.

JOB SUMMARY

1. Venture Building and Ownership

- Serve as the venture lead for assigned new initiatives, initially focusing on TrustBridge's global philanthropy research offering and an emerging digital giving.
- Turn broad opportunities and early ideas into testable venture hypotheses, clearly defined customer problems, value propositions, experiments, business models, and investment recommendations.

- Conduct customer interviews, stakeholder discovery, market research, and competitive analysis to identify priority customer segments, unmet needs, purchasing behavior, and barriers to adoption.
- Design and run low-cost experiments, prototypes, pilots, and minimum viable launches to test desirability, feasibility, sustainability, pricing, and market demand.

2. Program and Cross-Functional Leadership

- Build the internal coalition required to move ventures forward, securing timely decisions, specialist support, resources, and executive sponsorship while maintaining momentum through uncertainty.
- Work across Research and Analytics, Technology, Legal and Compliance, Finance, Operations, Marketing, Outreach, and external partners to resolve the commercial and operational requirements of each venture.
- Take ownership of obstacles, identify practical paths forward, escalate decisions when needed, and persistently drive each venture toward its next evidence-based milestone.
- Document and improve practical methods for customer discovery, hypothesis testing, experimentation, venture assessment, launch readiness, and post-launch learning.

3. Market Strategy and Go-to-Market

- Develop a deep understanding of customer needs, alternative solutions, market dynamics, decision-making behavior, and willingness to engage, adopt, or pay.
- Build and test the venture's value proposition, pricing, revenue model, route to market, partnership strategy, acquisition channels, and growth assumptions.
- Partner with Marketing Creative Agency (communications, creative, digital marketing, public relations), Outreach, and global partner organizations to translate validated ventures into clear positioning, launch communications, market activation, and adoption.
- Equip internal teams and partners with clear product briefs, FAQs, sales tools, and customer-facing materials.

4. Performance and Portfolio Contribution

- Define stage-appropriate measures for each venture, including discovery evidence, assumptions validated or disproven, experiment results, audience or customer response, willingness to pay, adoption, revenue, retention, and progress toward sustainability.
- Provide the Giving Solutions Portfolio Manager and leadership with timely visibility into the resource needs, capability gaps, dependencies, risks, and investment decisions affecting assigned ventures.
- Use evidence from customers, experiments, financial performance, and market response to recommend whether to invest further, pivot, scale, transfer into ongoing product management, or stop a venture.
- Support portfolio planning by identifying resource needs, capability gaps, and dependencies.

KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS

- Demonstrated ability to build a new venture, product, or service from an uncertain opportunity through customer discovery, validation, launch, and early market growth.
- Strong execution discipline, with the ability to convert ambiguous opportunities into focused experiments, decisions, milestones, and measurable progress.
- Strong entrepreneurial and commercial judgment, including the ability to evaluate market opportunities, test willingness to pay, build sustainable business models, and make responsible investment recommendations.
- Strong product marketing capability, including market research, positioning, go-to-market planning, and launch execution.
- High agency and comfort operating without a complete roadmap; able to create clarity, act on available evidence, learn quickly, and adapt direction without waiting for perfect information.
- Skilled in customer discovery, design thinking, lean experimentation, prototyping, and minimum viable product approaches.

- Willingness to challenge assumptions, test ideas objectively, and recommend stopping initiatives when evidence does not support further investment.
- Ability to influence stakeholders across functions and cultures without relying on direct authority.
- Clear, concise written and verbal communication for executive updates, product briefs, partner discussions, and customer-facing materials.
- Data-informed mindset and ability to translate analytics, research, and customer feedback into practical product decisions.
- Intrapreneurial self-starter who takes founder-like ownership, creates clarity from ambiguity, challenges assumptions constructively, escalates material issues early, and drives ventures from initial hypothesis through evidence-based decisions and market action.

EDUCATION, TRAINING, AND EXPERIENCE

- Bachelor's degree in business, marketing, product management, communications, international development, nonprofit management, or a related field; relevant postgraduate training is an advantage.
- Minimum 7 years of relevant experience in venture building, innovation, entrepreneurship, product development, business design, or launching new products and services.
- Demonstrated experience personally leading an initiative from an uncertain or early-stage opportunity through customer discovery, demand validation, business-model development, initial launch, and measurable market traction.
- Experience conducting customer interviews, designing experiments, testing prototypes or minimum viable offerings, and using evidence to make pivot, scale, or stop decisions.
- Experience managing complex cross-functional initiatives involving Technology, Marketing, Operations, Finance, Legal, or external partners.
- Experience with pricing, revenue models, customer acquisition, product adoption, or portfolio performance.

- Experience in financial services, fintech, wealth management, philanthropy, nonprofit products, or regulated environments is strongly preferred.
- Experience with digital knowledge products, research or advisory services, financial technology, digital assets, philanthropy, or internationally delivered services is an advantage.
- Experience working in an international or globally distributed organization is preferred.

WORK ENVIRONMENT AND MENTAL REQUIREMENTS

- Regular workdays run from roughly 1700 – 0200 (Philippines Time) or 1300 to 2200 (Kenya Time) to maximize the overlap with European and US Eastern Time work hours (time spent outside regular work hours for events and event preparations will be offset against regular workdays)
- Ability to communicate and exchange information, collect, compile, and prepare work documents, as well as set up and maintain work files
- Willingness to work more than 8 hours per day, as needed; ability to handle pressure during peak periods during the year, availability to handle issues outside of normal working hours
- Benefits include paid time off, paid holidays, employer contributions to health insurance, and annual bonus. Future retirement benefits are anticipated

Contact jcueno@trustbridgeglobal.com to apply in the Philippines
or milka@verde-edge.com to apply in Kenya

GIVING | IMPACT | GLOBAL