



TrustBridge global

MAKING
GLOBAL
GIVING
EASY



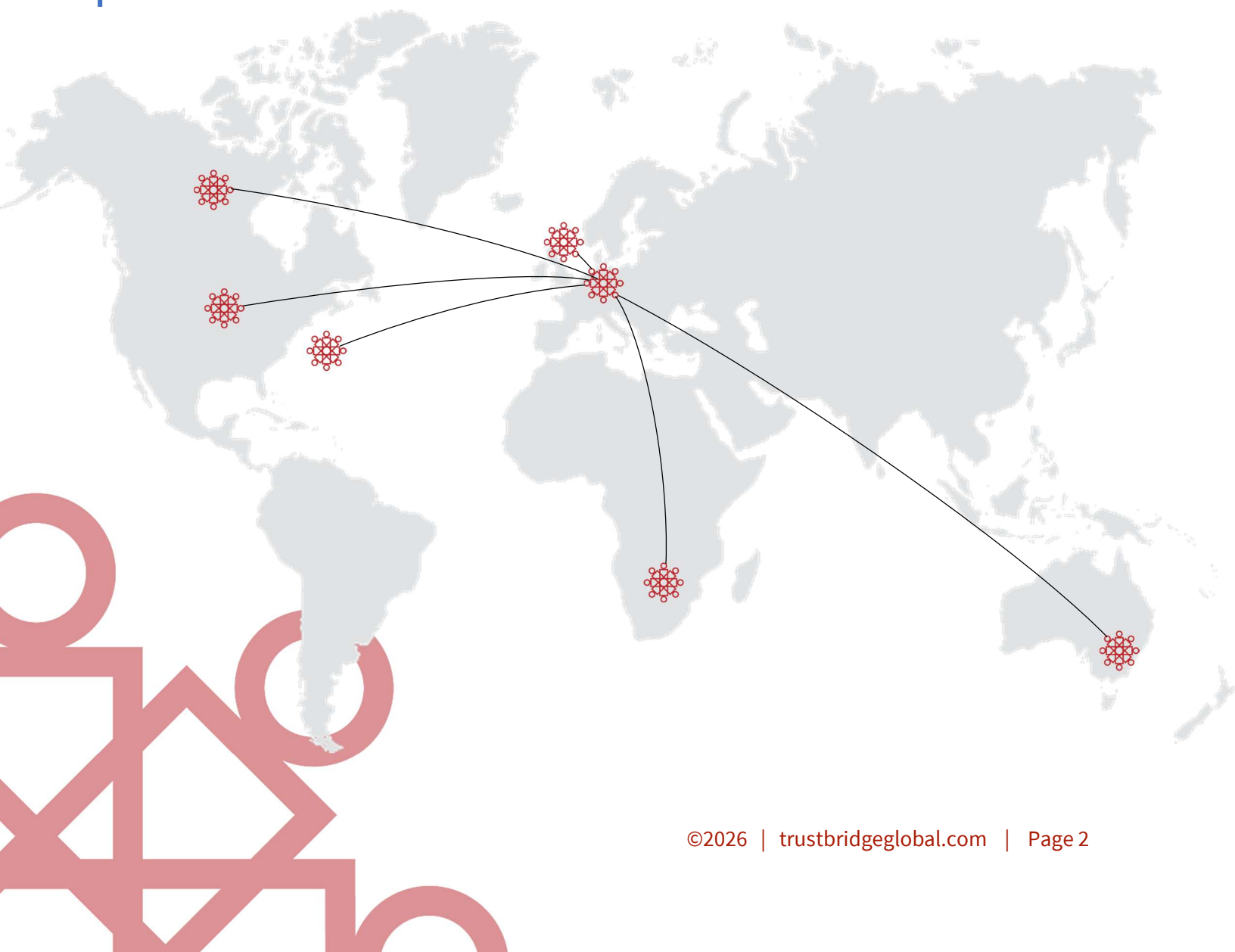
MAKE YOUR
IMPACT ON
THE WORLD

Product Manager -
Foundation Fund & Charity Fund

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.

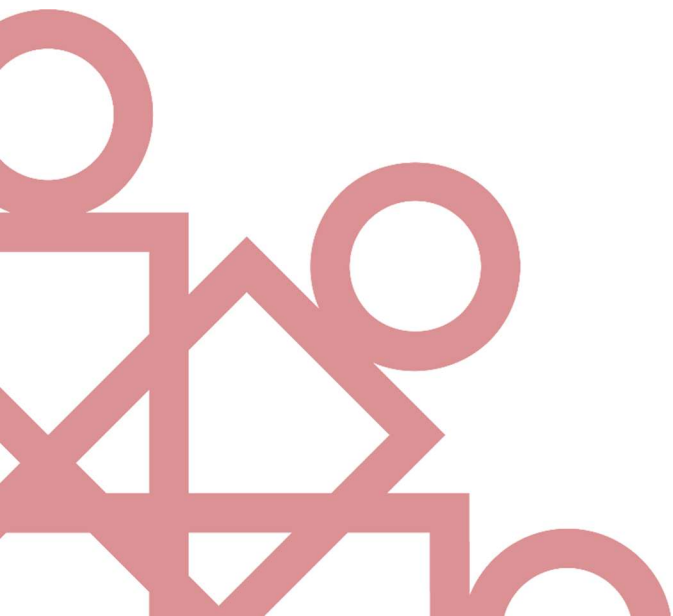


Imagine anybody giving to any charity anywhere with just a few clicks. We believe that radically improving cross-border giving will change the world.

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 MANAGER – FOUNDATION FUND & CHARITY FUND**, with a focused set of responsibilities.

RESPONSIBILITIES AND EXPECTED OUTCOMES

1. Product Strategy, Roadmap, and Lifecycle Leadership

Responsibility: Own the product strategy and roadmap for the Foundation Fund and Charity Fund, translating customer needs, organizational priorities, product economics, and operational requirements into a focused sequence of improvements.

Expected Outcome: Clear, customer-informed product strategies and prioritized roadmaps that guide investment, delivery, lifecycle decisions, and sustained growth for both solutions.

2. Foundation Fund Growth and Investment Product Development

Responsibility: Lead the product development and growth of the Foundation Fund, including scalable investment options, values-aligned and impact-investment pathways, investment reporting, and partner-enabled offerings, subject to appropriate approval and oversight.

Expected Outcome: A differentiated, compliant, and scalable Foundation Fund proposition that increases new fund openings, contributions, invested balances, investment participation, donor engagement, retention, and financial sustainability.

3. Charity Fund Growth and Value Proposition

Responsibility: Strengthen the Charity Fund's core and enhanced offerings through customer discovery, service-tier design, digital experience improvements, fundraising and visibility tools, and relevant partner-enabled benefits.

Expected Outcome: A clear and compelling Charity Fund proposition that improves charity acquisition, activation, engagement, renewal, fundraising effectiveness, customer satisfaction, and sustainable revenue.

4. Go-to-Market, Partnerships, and Product Performance

Responsibility: Coordinate cross-functional delivery, product positioning, pricing recommendations, partner contributions, launch readiness, sales enablement, and performance management for both products.

Expected Outcome: Well-executed launches and product improvements supported by aligned teams, effective partnerships, clear customer communications, reliable reporting, and evidence-based recommendations to improve, scale, pause, or retire features.

JOB SUMMARY

1. Product Strategy, Roadmap, and Lifecycle Management

- a. Serve as the accountable product owner for the Foundation Fund and Charity Fund, working within portfolio priorities set by the Giving Solutions Product Portfolio Manager.
- b. Define and maintain the product vision, target customer segments, value propositions, strategic objectives, roadmaps, release priorities, and lifecycle plans for both solutions.
- c. Conduct ongoing discovery with donors, fundholders, advisors, charities, relationship teams, and partners to identify unmet needs, friction points, demand, willingness to pay, and adoption barriers.
- d. Translate validated needs into product requirements, service standards, operating-

model changes, digital enhancements, business cases, and clear decision requests.

- e. Assess product–market fit, strategic fit, customer value, operational feasibility, regulatory implications, financial sustainability, and organizational capacity before recommending investment or expansion.
- f. Maintain a transparent backlog and decision log; identify dependencies, risks, and capability gaps; and escalate material issues early.
- g. Recommend whether product features or offerings should be launched, improved, scaled, paused, consolidated, or retired based on evidence.

2. Foundation Fund and Investment Product Development

- a. Lead customer and market validation for Foundation Fund investment needs, including risk–based options, pooled or model portfolios, values–aligned and impact–investment pathways, and approved bespoke structures.
- b. Partner with Finance, Operations, Legal and Compliance, and external providers to define product design, eligibility, fees, liquidity, due diligence, governance, disclosures, servicing, and reporting requirements.
- c. Develop business cases and implementation recommendations that balance donor value, mission alignment, scalability, financial sustainability, risk, and operational capacity.
- d. Own the business requirements for the digital fund–management experience, including investment selection, account visibility, performance reporting, transaction status, documents, and customer support pathways.
- e. Coordinate product readiness and launch activities, including operating procedures, partner onboarding, internal training, customer communications, service handoffs, and post–launch review.
- f. Work with Outreach and donor–facing teams to improve Foundation Fund acquisition, funding, investment participation, grant activity, engagement, and long–term retention.
 - g. Track and interpret performance measures such as qualified demand, new funds, contributions, fund balances, invested assets, investment participation, grant activity, retention, product usage, customer satisfaction, and fee revenue.

3. Charity Fund Growth and Customer Experience

- a. Define and continuously improve the Charity Fund proposition for priority charity segments, from the core offering through validated enhanced or premium service tiers.
- b. Research charity needs related to onboarding, renewal, international donations, grant receipt, donor acquisition, visibility, fundraising, reporting, self-service, and relationship support.
- c. Convert charity insights into prioritized improvements to the end-to-end journey, service model, policies, digital experience, and supporting communications.
- d. Lead the product assessment and validation of partner-enabled capabilities such as fundraising technology, charity discovery, donor-matching, training, data, or advisory benefits.
- e. Develop and test business models for enhanced offerings, including service tiers, pricing, subscription or fee approaches, partner economics, and adoption assumptions.
- f. Own business requirements for charity profiles, discovery and visibility, donation links, account management, reporting, and other approved self-service capabilities.
- g. Track measures such as new and active Charity Funds, activation and renewal rates, contribution and grant flows, digital adoption, feature and partner usage, customer satisfaction, retention, and sustainable revenue.

4. Go-to-Market, Partnerships, and Performance Management

- a. Develop product positioning, pricing recommendations, growth plans, launch objectives, customer journeys, and go-to-market requirements for new and improved offerings.
- b. Partner with the Marketing Creative Agency on messaging, campaigns, content, and customer-facing materials, while equipping Outreach and relationship teams with product briefs, FAQs, training, and sales-enablement tools.
- c. Serve as the product lead for relevant external partnerships, defining the customer value, product requirements, economics,



governance, responsibilities, success measures, and integration needs.

- d. Coordinate delivery across Technology, Finance, Legal and Compliance, Marketing – Creatives Team, Outreach, Giver Services, Network Relations, Partnerships Team and external partners; maintain momentum through cross-functional dependencies.
- e. Define product KPIs and dashboards with Data Analytics and Finance; provide regular performance, risk, learning, and recommendation updates to the leadership.
- f. Run structured pilot, launch, and post-launch reviews; use customer feedback, usage data, financial results, operational performance, and partner outcomes to improve the products.
- g. Monitor relevant trends in philanthropy, donor-advised and charitable funds, investment products, impact investing, wealth management, fundraising technology, digital giving, and cross-border giving.

KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS

- Strong end-to-end product management capability, from customer discovery and strategy through requirements, launch, adoption, performance management, and lifecycle decisions.
- Working knowledge of donor-advised or charitable funds, investment products, wealth or asset-management services, philanthropy, nonprofit products, or comparable regulated financial services.
- Ability to develop product strategies, roadmaps, value propositions, business cases, pricing recommendations, service tiers, and sustainable product economics.
- Skilled in customer discovery, segmentation, journey mapping, market research, competitive analysis, experimentation, and translating evidence into product decisions.
 - Ability to define clear business and digital-product requirements and work effectively with technology, operations, and service teams through implementation.
 - Sound judgment in regulated and high-accountability environments, with respect for legal, compliance, fiduciary, investment-

governance, data-privacy, and reputational requirements.

- Strong analytical and commercial judgment; able to define KPIs, interpret product and financial performance, identify drivers, and recommend practical action.
- Ability to lead cross-functional work and influence senior stakeholders, specialists, and external partners without relying on direct authority.
- Clear, concise written and verbal communication for executive updates, product briefs, partner discussions, training, and customer-facing materials.
- Strong relationship-building skills and cultural awareness when working with donors, advisors, charities, investment providers, technology partners, and globally distributed teams.
- High agency and ownership: creates clarity from ambiguity, acts on available evidence, escalates material issues early, follows through, and adapts as learning develops.
- Commitment to putting people first, serving donors and charities well, and moving with urgency without compromising compliance or quality.

EDUCATION, TRAINING, AND EXPERIENCE

- Bachelor's degree in product/brand management, business, finance, economics, marketing, nonprofit management, international development, or a related field; relevant postgraduate study or professional certification is an advantage.
- Minimum 5–7 years of relevant experience in product management, product development, product growth, financial services, wealth management, philanthropic services, nonprofit products, or a related field.
- Demonstrated experience owning an established product or service through strategy, roadmap prioritization, cross-functional delivery, launch, adoption, performance management, and continuous improvement.
 - Experience developing or improving investment, wealth-management, donor-advised, charitable-fund, fintech, or other regulated financial products is strongly preferred.
 - Experience conducting customer discovery and market validation with donors, advisors, foundations, charities, institutional clients, or comparable customer groups.

- Experience building business cases, pricing or fee models, product requirements, customer journeys, and measurable growth plans.
- Experience managing product-side relationships with external providers or strategic partners, including defining scope, operating responsibilities, commercial terms, and success measures.
- Experience coordinating across Technology, Operations, Finance, Investment, Legal and Compliance, Marketing, Sales or Outreach, Analytics, and executive stakeholders.
- 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
- Ability and willingness to work flexibly during occasional peak periods or time-sensitive deadlines
- Benefits include paid time off, paid holidays, employer contributions to health insurance, and annual bonus. Future retirement benefits are anticipated

Contact recruiting@trustbridgeglobal.com to apply in the Philippines or recruitment@verde-edge.com to apply in Kenya





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GIVING | IMPACT | GLOBAL