

New opportunities at Zapmap

Role Title: B2B Product Lead

Reporting to: Head of Product

Location: Bristol / Hybrid Home Working

The Company & Mission

Zapmap is the UK's leading platform for electric vehicle (EV) drivers, helping over a million users navigate the transition to electric with confidence. We are a scale-up at the heart of the green transport revolution, connecting charging demand with supply, and serving four high value audiences: EV drivers, Charge Point Operators, Government & Industry, and Energy.

For EV drivers, our platform is the go-to experience for finding and paying for charging. We connect them with charging options across the UK's biggest network, and by doing so drive up utilisation for Charge Point Operators (CPOs). By connecting these two key stakeholders we have developed a highly valued data set, and upon it we have built a range of B2B charging, advertising, and insights services tailored for our B2B stakeholders, enabling them to understand, attract, retain & influence drivers behaviour.

As the EV market accelerates, Zapmap is embarking on a bold business and digital transformation. Our vision is to evolve from a public charging service to a central data platform that orchestrates charging, taking an active role in directing charging to the best place, at the best time. This will help drivers unlock the full value of their EV, help CPOs drive up profitability, and provide energy companies and grid operators the flexibility they need to balance demand and decarbonise. Alongside this, it will help wider government & industry stakeholders understand and then accelerate the transition to low carbon mobility through our rich insights & advisory services, enabling them to forecast the market transition with confidence.

The Role

As the B2B Product Lead, you will be the strategic leader for Zapmap's entire portfolio of B2B products, working in close partnership with the B2B sales team to construct a market leading product set that allows us to execute on revenue growth plans, and go to market initiatives. This is a senior, strategic role, requiring an experienced leader capable of defining a multi-year product strategy in a high-growth market with a high degree of collaboration with both internal

and external stakeholders, and the knowledge and know-how to work with an engineering team to then execute upon it.

You will be responsible for working with market experts to understand and size the market, identifying and prioritising high-value opportunities, then working with engineering and data leads to create a roadmap that leverages our technology to build B2B products that have market fit, are feasible, usable and viable for the business to support. A number of the services we're looking to build are new ground for Zapmap, including the development of a suite of recommendation algorithms that will underpin our overall product set, therefore we are looking for someone who has experience with discovery and delivery of SaaS products, enabling ML & AI capabilities and algorithm development, as well as data and insight products.

The ideal candidate will have a proven track record of delivering product value at pace and at scale, building, managing and then leveraging stakeholder relationships and possess a level of deep empathy for the needs of enterprise clients.

Being customer and market centric is essential, and deep knowledge of two of our key stakeholder groups, CPOs and relevant Government & Industry partners like the DfT and Local Authorities is also desired, though not essential.

Information security is a priority for the business, therefore all roles have the security of data as a key responsibility. Policies and procedures pertaining to the protection and security of data are in place and should be adhered to at all times.

Key Responsibilities

Product Strategy & Leadership

- Define and own the B2B product strategy and vision for Zapmap's commercial offerings, ensuring alignment with Zapmap's overall business strategy.
- Work with market experts to carry out continuous market and competitive analysis to identify emerging needs, product gaps, and opportunities for commercial expansion within the e-mobility industry both in the UK and in target international markets.
- Develop and maintain the prioritised B2B product roadmap, making data-driven decisions on where to invest resources to achieve maximum commercial value.
- Work with commercial and finance teams to build a strategic pricing and packaging process for B2B products, working with Sales teams to optimise revenue generation.

Stakeholder Management & Commercial Success

- Serve as the senior product representative for the B2B business, building strong, strategic relationships with key external clients and partners.
- Work directly with the commercial and sales teams to support complex client engagements, acting as a product evangelist and subject matter expert.
- Define and track Key Performance Indicators (KPIs) for commercial success, including revenue, adoption, and client retention, and report performance to the executive team.
- Act as the voice of the customer internally, synthesizing client feedback and market trends into clear, strategic requirements.

Product Execution & Quality

- Oversee the end-to-end product lifecycle, from discovery and definition to launch and iterative improvement, ensuring a high quality of delivery and documentation.
- Ensure clear and achievable specifications (epics, user stories, acceptance criteria) are defined with the engineering and insights teams - being able to drive this yourself, or by mentoring and directing team members.
- Drive continuous improvement in the product development process, focusing on speed, efficiency, and quality of delivery in an agile environment.

Required Experience & Competencies

- Extensive, senior-level experience (5+ years) in a Product Management leadership role, specifically focusing on B2B SaaS, data products, APIs, AI, and enterprise solutions.
 - Proven track record of defining and successfully executing a product strategy that led to measurable commercial growth and market penetration.
 - Demonstrable experience managing and mentoring a product team or leading cross-functional teams in an agile delivery framework.
 - Expertise in managing commercial stakeholders while facilitating detailed technical conversations with engineering and data teams.
 - Understanding of data analytics and monetisation strategies, ideally including experience with SQL or data warehousing tools.
 - Highly developed communication skills, with the ability to articulate complex product strategy to executive leadership, commercial teams, and technical engineers.
 - Experience in the EV charging, e-mobility, or automotive tech industry is a bonus
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The Offer

The EV market is growing at an extraordinary pace. Working at Zapmap means actively contributing to a more sustainable future as one of the leading aggregator businesses in this space. This senior role offers the opportunity to set the direction for a critical, high-growth revenue stream.

Your package includes:

- Salary range: £80K - £90K, depending on skills and experience.
 - Performance-related annual bonus scheme.
 - Pension & benefits scheme.
 - Access to salary sacrifice EV car scheme.
 - Flexible working options available.
 - Professional training and mentoring to extend your skills.
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How to Apply

To formally apply, please send a covering letter together with your CV to: jobs@zapmap.com. Direct applications only please, no CVs will be accepted or acknowledged from recruiters.