

Job Vacancy at Netflix (found on craigslist.org in December 2005)

<http://www.craigslist.org/sby/bus/112899539.html> [Expired]

Netflix: Director of Product Management for Ratings & Recommendations**About the company**

Netflix (NASDAQ: NFLX) is the largest online movie rental service, providing more than three million subscribers access to 50,000 DVD titles. Revenues have grown from \$5 million to \$500 million in five years. The Company expects to reach 4 million subscribers in 2005 and sustain its rapid growth.

About the position

The Director of Product Management for Ratings & Recommendations will be a pioneer in helping to develop the “long tail” of movies. He or she will learn about our customers’ tastes and preferences and, based on these preferences, connect customers with a vast selection of movies in highly personalized ways.

This person will:

- Clearly package and position Netflix’s ratings and recommendations system, encouraging users to rate more movies in order to receive increasingly relevant recommendations.
- Work with an engineering team to explore and define new algorithmic approaches that provide increasingly accurate, highly personalized recommendations.
- Explore alternate UI approaches for the underlying technology in order to present subscribers with a suite of highly personalized selection tools.

In the long-term, this person will play a critical role in helping Netflix transition from DVD to downloadable-based business. By building a strong knowledge of users’ tastes the ratings and recommendations effort will consistently deliver great movie-watching experiences, **thereby building customer satisfaction, loyalty and making it increasingly difficult for new competitive offerings focused on downloadables to compete.**

Required skills and attributes

- Blend of creative, marketing, business, management and technical skills.
- Demonstrated ability to build consumer-focused Internet products or services.
- VP or Director-level experience in product development, product management, or product marketing.
- Strong strategic thinking skills, combined with proactive, results-oriented attitude to deliver results.
- Range of experience-- from startup to established company; mix of “starter” and “builder” skills.
- College degree required, MBA a plus.

Things you probably don’t know about Netflix

- We have more than 1 Billion ratings and reviews. **We are a leader in community-based approaches and have knowledge of both users’ tastes and the attributes of movies – including users’ perception of their quality. The challenge is to connect these two sources of information in highly relevant ways. In the grand scheme of things we’re still in the early stages – there’s plenty of opportunity ahead.**
- Our business is more complicated than it looks. The ratings and recommendations effort requires heavy-lifting as well as deep integration with other areas of the company. It fuels other emerging businesses within the company, including a highly targeted advertising effort and a used DVD business.
- We like to keep the company lean and mean, so you won’t have any reports. **You will, however, have bright technology and marketing partners and plenty of resources to execute your vision.**
- **In order to attract deep talent, Netflix pays at the 90th percentile. Solving hard problems requires highly talented people, and we compensate appropriately.**