



<https://tripla.io/recruit/sr-product-manager-crm/>

## Senior Product Manager – CRM and Loyalty Platform

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### About tripla:

tripla Co., Ltd. is a leading provider of digital-transformation (DX) solutions for the hospitality industry. Our mission is to help hotels maximize profit, elevate guest experience, and streamline operations through innovative technology. With an AI-powered product suite—including booking engines, chatbots, marketing-automation tools, and payment solutions—we serve 8,000 + properties across APAC and are rapidly expanding worldwide, with innovation and growth as our core values.

### Position Overview:

We are seeking an experienced Senior Product Manager (PdM) for Loyalty & Membership Programs (CRM) to own the vision, roadmap, and delivery of tripla's unified CRM stack—covering points, tiers, rewards, and partner integrations. You will drive the 2026 launch of our points-only booking MVP and iteratively expand it toward cash-plus-points and dynamic rewards, acting as the general manager of a flagship product line.

### What Makes This Role Special:

- End-to-end ownership: Shape strategy, economics, and UX for a green-field loyalty platform.
- High business impact: Directly influence point liability, ADR uplift, and member retention for thousands of hotels.
- Cross-functional leadership: Bridge Product, Engineering, Finance, and Customer Success to deliver measurable results.
- Career acceleration: Opportunity to build and lead a dedicated Loyalty PM organization as the program scales globally.

### Key Responsibilities:

- Product Strategy & Vision -Define 3-year roadmap for CRM strategy
- Delivery Leadership -Lead cross-functional squad (UX, BE/FE, QA) through discovery → MVP → GA; manage backlog and OKRs.
- Guest & Hotel Insights -Run user interviews, cohort analyses, and Jobs-to-be-done research; translate insights into product requirements.
- Data & Experimentation -Own KPIs, build dashboards, run A/B tests on accrual rates, redemption UX, and tier triggers.
- Point Economics & Compliance -Model breakage/liability, ensure IFRS-15 revenue recognition, and set fraud-prevention policies.
- Stakeholder Management -Align hotel brands, channel managers, payment partners, and accounting teams on APIs, SLAs, and co-marketing.
- Thought Leadership -Evangelize loyalty best practices, mentor junior PdMs, and

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tripla Co., Ltd.

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4-15-3 Nishi-Shinjuku, 160-0023,  
Shinjuku-ku, Tokyo, Japan

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05/28/2025

contribute to a product-led culture.

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### Qualifications:

#### Basic

- Bachelor's degree or equivalent practical experience.
- 5 + years of product-management experience shipping B2B2C SaaS or loyalty/CRM platforms.
- Demonstrated success scaling rewards, subscription, or points-based businesses.
- Strong analytical skills (SQL, product analytics, financial modeling).
- Intermediate Japanese skills (around JLPT N3) and a willingness to improve
- Self-starter who thrives in fast-paced, globally distributed environments.

#### Preferred

- Hospitality, travel, fintech, or e-commerce domain expertise.
- Experience with AI/LLM-powered personalization or chat-based loyalty.
- Track record of international partner integrations (payment gateways, airline/hotel alliances)
- Bilingual (Japanese & English) highly preferred

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Commuting allowance: paid in accordance with company regulations

Full social insurance (employment, workers' compensation, health, and pension)

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Saturdays, Sundays and national holidays

Annual paid vacation: 10 days at the time of employment

Year-end and New Year vacations: 6 days from December 29 to January 3

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tripla Co., Ltd. Human Resources

hr@tripla.jp