



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

Senior Product Manager – CRM

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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 January 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 contribute to a product-led culture.

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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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¥ 1,000,000 - ¥ 1,200,000

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05/28/2025

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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).
- Bilingual (Japanese & English)
- 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).

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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