



Position: Product Manager, Digital Assets

Legal Entity: VEAC

Location: New York, NY

Department: Marketing – Product Management

Reporting to: Director of Digital Assets Product

FLSA Status: Exempt

Summary: The Product Manager, Digital Assets will play a key role in shaping the firm's strategy for digital asset initiatives and product offerings. This individual will leverage deep crypto-native expertise to drive product development, conduct research, and enhance market positioning. The role requires strong technical knowledge to understand product needs, research solutions, solve problems, and suggest better design ideas. This individual will also support internal teams and external partners in implementing solutions effectively. The position involves collaboration with internal teams—Marketing, Portfolio Management, Sales, Legal, Portfolio Administration—and external service providers. While the primary focus is on U.S. product offerings, global initiatives may also be supported.

Essential Duties and Responsibilities:

Includes the following, other duties may be assigned as needed:

- Utilize deep crypto-native expertise to research digital asset trends, identify emerging opportunities, and assess promising new assets.
- Analyze key data points such as usage metrics, tokenomics, and market sentiment to evaluate potential assets, perform valuation analyses, and monitor performance.
- Develop and present investment theses for new fund launches, shaping both internal strategy and external messaging.
- Collaborate cross-functionally to apply crypto expertise in new product development and ongoing product management efforts.
- Maintain a strong understanding of the firm's investment products while staying up to date on developments in the broader digital asset ecosystem.
- Engage with protocol teams, exchanges, custodians, OTC desks, trading firms, and other ecosystem partners to track the latest advancements in blockchain technology, governance, and infrastructure.
- Support internal teams by researching product needs, identifying solutions, solving technical challenges, and recommending design improvements.
- Serve as a go-to resource for internal teams, providing ongoing support on a wide range of digital asset-related inquiries.
- Demonstrate entrepreneurial drive in Web3—whether through public independent research, prior founding experience, or other industry contributions.
- Leverage expertise in crypto data platforms such as Artemis, Coin Metrics, GlassNode, and Dune for research and analysis.
- Develop and maintain a broad understanding of digital asset industry developments, regulatory landscapes, competitive products, and market dynamics in the U.S. and internationally.
- Engage in time-sensitive, proactive research efforts to expand the firm's digital asset offerings and identify new product opportunities.
- Oversee new product launches, acting as a project manager to coordinate activities across multiple functional areas.

- Execute multiple aspects of product marketing including product messaging, positioning, marketing content, and external communications.
- Build marketing materials, such as white papers, sales ideas, presentations (standard and roadshow), and brochures across global distribution channels. Develop clear, concise, and consistent graphic representation of analytical and technical data and ideas.
- Conduct deep and continuous analysis of competitors and other relevant products in the digital asset space.
- Support global sales and marketing teams by providing technical knowledge on digital asset ecosystems, exchange operations, and investment structures.

Qualifications

- Strong understanding of cryptocurrency markets, DeFi, Web3, and blockchain-based financial products.
- Experience engaging with clients and internal stakeholders on crypto and digital asset topics.
- Familiarity with venture funds, tokenization, ETFs, mutual funds, and other investment structures.
- Proven ability to multi-task, work independently, and deliver results under tight deadlines.
- Excellent written and verbal communication skills, with experience in product marketing.
- Strong analytical and quantitative skills, with proficiency in using crypto data analytics platforms.
- Demonstrated entrepreneurial mindset, with a track record of independent research, Web3 contributions, or startup experience.
- Exhibit strong organizational skills, with the ability to manage multiple priorities and execute projects efficiently.
- Passionate about digital assets, blockchain technology, and the evolving Web3 landscape.

Education and Experience

- 5-7 years of relevant experience in digital assets, blockchain, and crypto-native ecosystems.
- Bachelor's degree in business, finance, economics, or a related field. CFA designation is a plus but not required.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

- Professional demeanor
- Capacity for learning new procedures/ideas
- Motivation
- Enthusiasm

Compensation

If this position will be performed in whole or in part in New York City, the base salary range is \$145,000 to 165,000. Individual salaries may vary based on different factors including but not limited to, skills, experience, job-related knowledge, and location. Base salary does not include other forms of compensation or benefits offered in connection with this position.

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