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# Example of VP, Digital Strategy Job Description

Our growing company is looking for a VP, digital strategy. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for VP, digital strategy

* Manages associates and other leaders who contribute to the development and implementation of product strategies, digital strategies, and brand marketing for the organization’s products and/or services
* Participates in the corporate budget process
* Collects and analyzes industry, market, consumer, and/or product information to evaluate the company’s strengths opportunities and develop strategic product and/or digital business plans to achieve financial and growth goals
* Identifies opportunities for differentiating the organization's digital portfolio including capabilities and solutions
* Prepares recommendations for and lead the implementation initiatives to leverage organizational resources in order to capitalize on growth opportunities and track their respective performance
* Provides direction for identifying, establishing and managing relationships with top suppliers and/or stakeholders that is complimentary to executing long-term sourcing and cost-control strategies
* Provides direction for the evaluation of vendor performance
* Collaborates with Sales leadership to develop and execute programs and best practices related to the advertisement, marketing and branding of company products and services
* Manages the execution of request for information, proposals, quotes, bid analysis, and contract development for key/preferred suppliers of the company
* Oversees and provides direction to company-sponsored events

## Qualifications for VP, digital strategy

* Deep Mobile Product Management experience required
* Demonstrated Expertise in software implementation, in both a software development SaaS context (integration of vendor solutions)
* Track record delivering projects using Agile/Scrum in a highly-regulated environment and, ideally, experience implementing Agile in a legacy waterfall environment
* Demonstrated ability to build strong relationships and work across multiple internal stakeholders, business areas, and external providers to develop a strategy, roadmap and deliver high quality solutions (Full Lifecycle ownership from ideation through to implementation and support.)
* Strong experience working with IT Partners Risk Management partners (OpRisk, Compliance, BSA/AML, Fraud Prevention, Information Security) on new digital products that may or may not have ever been released to the market
* Implementation- and execution-focused with hands-on, ‘roll up your sleeves’ experience but with a strategic lens to guide the team in the appropriate long-term direction