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# Example of VP, Digital Strategy Job Description

Our company is looking to fill the role of VP, digital strategy. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for VP, digital strategy

* Celebrating and recognising good digital adoption and behaviours amongst front office
* Develop ideas to grow online acquisition channel share by leveraging on digital platforms
* Analyse and leverage on internal Data to identify areas of opportunities to increase penetration of digital adoption
* Provide, monitor, analyse digital matrix and KPIs and drive improvement with all relevant shareholders
* Define solutions for our client – Identify opportunities and define business requirements to drive the execution of client solutions
* Champion initiatives – Create, curate and manage an ongoing set of initiatives to achieve quick wins for client pain points
* Champion change cross-functionally – Galvanize cross-functional teams
* Get things done – Coordinate key actions that deliver our desired target state
* Take action based on the voice of our customer – Support the collection and synthesis of data and insights to drive action for and evolution of client journey
* Reports to the Executive Director, SMB Client Experience for Chase Merchant Services

## Qualifications for VP, digital strategy

* Expert knowledge of technical product management
* Expert knowledge of enterprise software project execution
* Ten years’ of experience in a top tier management consulting concern focusing on technology plus ideally post-consulting experience in an internal strategy, Digital, or COO/CAO role
* Proven success working in an innovative environment and in the development of digital products and services
* Experience working in a complex global organization with proven effectiveness operating in a global company spanning multiple business units
* Proven ability to translate broad corporate next generation strategies into clear, specific business deliverables and solutions