



## Example of Director, Product Strategy Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our growing company is looking for a director, product strategy. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

### Responsibilities for director, product strategy

- Coordinate and collaborate with product management, marketing, and commercial teams to develop go-to-market plans that identify opportunities and growth strategies across geographies, vertical industries, channels, use cases, and market segments
- Manage product marketing budgets and spend against goals and objectives
- Lead market research/commercial insights efforts for selected pipeline programs
- Develop and achieve country plan objectives through Client initiatives, specifically payment volume (PV) and International Cash Targets
- Co-ordinate and present business development and product implementation opportunities to Client banks
- Achieve specific Client product and volume targets
- Be proactive in managing strong and influencing relationships with AP HUB counterparts and local peers
- Ownership of Consumer Debit product requirements in market with the responsibility to ensure that these requirements meet market needs
- Develop strategy to target and grow the Core Debit segment
- Leadership to implement new product services

### Qualifications for director, product strategy

- CFA or similar advanced studies in investment disciplines required
- CFA, CAIA preferred but not required
- Anticipates and avoids common problems
- BS in business, science or related field required
- Knowledge of hem-oncology areas a plus