



Example of Director, Product Strategy Job Description

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Our company is growing rapidly and is looking to fill the role of director, product strategy. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for director, product strategy

- Works with sales and marketing to build plans for new products, including business to business client service and customer service including customer acquisition, underwriting process, and ongoing customer support
- Work with cross-functional stakeholders, to execute the overall Association product strategy including product ideation and concept development, packaging, pricing, sales alignment and marketing plans
- Identify growth opportunities and strategies for regional product teams to evaluate and execute the growth of the prepaid business in AP
- Managing, collecting and distributing the priorities set by the focus markets to grow prepaid
- Execute on defined product development efforts for strategic segments, as prioritized across AP, to enable core product differentiation, drive scheme preference and incremental revenues year-on-year
- Create content delivery models for, card holders benefits, issuer and merchant benefits
- Create educational services and tools for card holders, issuers and merchants
- Manage strategic infrastructure initiatives regarding increasing acceptance, load options leading to increased card usage
- Managing operational expenditure budgets according to forecast to ensure accuracy of spend
- Constantly seeking feedback from stakeholders and the market for

Qualifications for director, product strategy

- Organization, high energy, self-motivation, history of working well in a global team environment
- Eight or more years of investment management experience
- At least 10 years of relevant pharmaceutical or biotechnology experience, including experience in new product development
- Ability to complete the analysis, craft the message and materials, then deliver well thought-out recommendations to Product Leadership, including mastery of relevant tools like Powerpoint and Word to develop compelling storylines
- Typically requires a minimum of 15 years progressively responsible business experience with experience in card payments industry, mobile industry or card processing preferred
- Proven track record in leading a high performing team, and setting clear priorities