**Product Leader (VP, Head of Product) Job Description – EXAMPLE**

**Overview**

The VP of Product will define and drive the vision, strategy and roadmap for COMPANY’s portfolio of products that enable the company to innovate, differentiate itself from its competitors, work smarter, make better decisions, and enhance profitability. The VP of Product is responsible for ensuring that the portfolio of new and existing products maximizes business potential. The VP of Product manages, leads and mentors a growing team of product managers and is accountable for high quality execution and development of the product portfolio.  The VP of Product manages the products and services budget.  The VP of Product is the primary evangelist and spokesperson for the benefits of the products and services offered by COMPANY.

**Essential Duties and Responsibilities**

* Provide product portfolio leadership for products and services
  + Set/manage the product governance process, facilitate regularly scheduled governance committee meetings
  + Lead the creation and development of the strategy and roadmap for products and services, including applicable ROI and value realization models
  + Lead and manage a team of product managers focused on managing the products in the portfolio, collaborating with teams across the organization to ensure products are well designed from concept through launch and the ongoing development lifecycle
  + Responsible for the due diligence of potential product / capability acquisitions as it relates to Product
* Ensure that product managers are correctly evaluating and prioritizing features for inclusion into each product’s roadmap based on business need
  + Work closely with functional business teams, operations staff, and end users to identify key growth areas
  + Keep abreast of market developments and needs to be constantly seeking the new opportunities for COMPANY’s customers
* Set the priorities and deliverables for the teams responsible for development, enhancements, and support to ensure timely delivery of quality products in an agile environment
* Ensure that product managers are maximizing adoption and utilization with training and user communities
* Measure effectiveness of the PMO to promote continuous improvement
  + Maintain relevant metrics to track product performance and value realized for the business
* Manage and coach a team of product managers both within the product organization and in business units to facilitate their professional growth and career progression
  + Define Product Management processes, use of tools, and mode of stakeholder engagement to facilitate overall team success and quality and high-velocity product evolution.
* Effectively oversee the cost budget for all products
* Be a positive force to cultivate a culture that is passionate about developing a product-first culture
  + Drive accountability for value recognition and business results
  + Create and contribute to a quality work environment that motivates team members to perform at their highest levels and positively affects employee and business partner relationships
  + Be a publicly visible presence, including creating communications and leading training sessions, advocating for the benefits of COMPANY’s services and products

**Education and Experience/Certifications**

* Bachelor's Degree in marketing, product development, or related field required; Masters or MBA (preferred)
* 10-15 years of experience with product visioning, development and project management
* Minimum of five years experience leading a senior product management team
* Brand or product development management experience (preferred)
* Budgeting & planning experience (preferred)

**Skills and Abilities**

* Strong product management and strategic analysis skills with a demonstrated ability to map an understanding of business drivers to prioritized requirements
* Strong analytical and data fluency skills
* Driven self-starter with an appetite for new challenges
* Creative problem solver with a common sense and practical solutions orientation; must be passionate about the role technology plays in improving business performance
* Proven leadership and management ability and evidence of positively influencing cross-functional teams.
* Excellent verbal, written, and presentation skills demonstrating an ability to "tell a story"
* Ability to work with diverse teams (Sales, Research and Developers) to convert product ideas into requirements
* Strong entrepreneurial spirit; high energy level, sense of urgency, responsive, confident, thorough, not afraid to make decisions
* Strong work ethic; ability to overcome setbacks and enthusiastically persist until ambitious goals are achieved; must be resourceful, creative and innovative
* Results oriented team player that leads by example, holding him or herself accountable for performance, takes ownership, champions efforts with enthusiasm and conviction