Job Title:	Vice President Product Development
Group/Team:	Product Development
Reports to:	Executive Vice President of Offer Development
Employment Status:	Full Time
Compensation Type:	Salaried - Exempt
Manage Others:	Yes
Career Level:	Executive Leadership

Date Approved: **12/6/2013**

POSITION SUMMARY:

The Vice President of Product Development has bottom line human resource management responsibility and accountability for every person who works in the Product Development Group to help the company achieve its goals. They are responsible for strategically driving the pro-active development of the road map of products and services to be offered by the company. Additionally, they are responsible for tactically organizing, implementing, and maintaining all of the day-to-day activities and personnel needed to manage the company's current product and service offerings in a manner which efficiently and effectively communicates to our clients and our employees the appropriate expectations of timeline, pricing and functionality of such offerings.

INDIVIDUAL ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE:

➢ In partnership with the company's leadership, identify opportunities and risks for delivery, including identification of competitive services, opportunities for innovation, and assessment of marketplace obstacles and technical hurdles to the business success.

➢ Lead strategic planning to achieve business goals by identifying and prioritizing development initiatives and setting timetables for the evaluation, development, and deployment of all CaterTrax products and services.

➢ Develop and manage a structure to support the growth of the company and its offerings.

➢ Develop and maintain key alliances with Clients and software vendors / service providers.

➢ Define the product strategy roadmap to ensure a solid product pipeline that meets client needs and business objectives.
Establish supporting processes for development, design, and introduction of new products and services.

➢ Lead business case analysis for developing and validating new products and services.

➢ Lead overall product commercialization process

➢ Provide accountability to the organization on defined strategies for the group.

HIGH-LEVEL OVERVIEW OF ESSENTIAL RESPONSIBILITIES FOR GROUP INCLUDE:

At the highest level, the Vice Product Development is responsible for the following daily activities of their group...

Solutions Consulting/Project Management

Product Commercialization

Product Road Map

Business Analytics and Reporting

UI/UX Design

IN-DEPTH BREAKDOWN OF RESPONSIBILITIES FOR GROUP INCLUDE:

Project Management

➢ Establishing and maintaining an organizational structure to effectively manage the Technical Projects being submitted to the company from both internal and external sources.

➢ Establishing and maintaining key performance indicators, and communicating these items, on a regular basis, to the personnel working in this area, to track the status and success of the technical project management function.

➢ Leading, motivating and continually developing the personnel who are responsible for the day-to-day activities in this area.

➢ Establish the procedures, policies and process within the role as well as interaction with other departments outside of Product Development.

Solutions Consulting

➢ Establishing and maintaining an organizational structure to effectively manage the need for supporting company's Sales Execs as they identify sales opportunities, from both internal and external sources, that require specialized or customized software functionality requests.

➢ Establishing and maintaining key performance indicators, and communicating these items, on a regular basis, to the personnel working in this area, to track the status and success of the solutions consulting function.

➢ Leading, motivating and continually developing the personnel who are responsible for the day-to-day activities in this area.

➢ Establish the procedures, policies and process within the role as well as interaction with other departments outside of Product Development.

Product Commercialization

➢ Establishing and maintaining an organizational structure to effectively manage the volume of new products and services that need to be commercialized as the company continues to grow.

- Establishing and maintaining key performance indicators, and communicating these items, on a regular basis, to the personnel working in this area, to track the status and success of the product commercialization function.
- Leading, motivating and continually developing the personnel who are responsible for the day-to-day activities in this area.
- Establish the procedures, policies and process within the role as well as interaction with other departments outside of Product Development.

Product Road Map

- Communicating vision by the use of roadmaps for all CaterTrax products and services.
- Providing leadership for idea generation and concept development initiatives.
- Obtaining feedback from Business Development Group on CaterTrax product and service offerings and bring development projects to project prioritization.
- Working with our clients to align their business need to possible CaterTrax feature/function creation or enhancement.
- Reviewing competitive data on a quarterly basis to present strategic develop initiatives which will position CaterTrax to meet or exceed competitor's capabilities.

Business Analytics and Reporting

- Establishing and maintaining an organizational structure to effectively manage the ever growing need for accurate and timely reporting and Business Analytics and Intelligence.
- Providing leadership for BA and Reporting strategy
- Working with Partner Development teams to understand content needs for both internal employee as well as our partners.

UI/UX Design

- Establishing and maintaining an organizational structure to effectively manage the high volume of user interface, user experience projects.
- Provide overall leadership and strategy to UI/UX team.

OTHER RESPONSIBILITIES:
- Providing pro-active participation and feedback on Leadership Team to shape the strategic direction of the company.

- Accepting responsibility for achieving group-specific annual goals which are defined, reviewed and re-prioritized throughout the fiscal year.

- Supporting Leadership Team and/or Owner-Executive decisions which impact company and its employees as company strives to maintain our family culture.

- Willingness to work with peers on Leadership Team to close gaps in product or service functionality.

- Willingness to work with peers on Leadership Team on any internal productivity technology solutions.

- Willingness to travel, as needed, to attend client-related meetings, events, or other gatherings.

- Ability to stay current on industry news, technologies and any legislative issues that may impact our products and services.

- Understanding and agreement that, from time to time, based on company needs, changes in industry, or other outside factors, elements of this job description may need to be changed or adjusted at the discretion of company Owners/Executives.

EDUCATION AND EXPERIENCE INCLUDES:
- Bachelor's Degree or higher is required and experience in a software-as-a-service organization is preferred.
- Experience in management role in the foodservice industry is preferred.
- Minimum of 5-7 years of experience in a similar profile is preferred.

SKILLS AND ABILITIES:
- Excellent communication skills, ability to deal with candidates and employees at all levels.
- Excellent organizational skills and ability to multi-task in fast-paced dynamic environment
- Strong attention to detail and good interpersonal skills.
- Strong decision making and problem solving skills.

RELATIONSHIPS:
- Work with individuals internal to the organization, including Sales and Marketing, Team Leaders, Quality, Operations and others within the organization to ensure that activities are complementary and focused on the client.
- Participate on company teams and committees as appropriate to ensure integration of activities.
- Work with individuals external to the organization, including any auditors, vendors, clients or other individuals requiring specific knowledge or responsibility from a manufacturing perspective.

WORK ENVIRONMENT AND PHYSICAL REQUIREMENTS:
- Work in a standard office environment utilizing a computer, and normal office equipment