



**Position:** Chief Product Officer

**Reports To:** Chief Executive Officer

**Direct Reports:** Product Management & Development Team

**Location:** Dallas, TX Area

### **Client Company Overview**

Our confidential client is a fast moving, growth-oriented Software-as-a-Service provider. They possess a unique, robust and in-demand portfolio of B2B product platforms. They are the industry leader in the market they serve providing a wide range of digital content and software solutions via their vertical SaaS platform. Their solutions include risk management, safety and compliance tools and content, and technology enabled marketing. The company is privately owned and has a very strategic and forward-thinking executive team. This newly created role was designed to support the growth of the business and manage the growing sophistication of the company's portfolio of products.

### **Position Summary**

The Chief Product Officer (CPO) is responsible for the “why” of the product - the product philosophy and strategy. This includes leading the process to determine the gaps in the current product portfolio and identifying new products and enhancements to meet customer requirements and market opportunities. The CPO will ensure the product direction is serving the overall company vision and adjusts as necessary to changing conditions. The CPO and his/her team, tactically, owns the building and sharing of the Product roadmap.

The CPO role was created to support company growth and address the increased complexity resulting from an expanded set of product lines and a diverse set of customers and touchpoints. The CPO will be responsible for analyzing metrics from a product experience perspective. This includes tracking KPIs in revenue, client growth, engagement, retention, and progress against the product plan and company objectives.

## Role and Responsibilities

- › Direct the development and communication of product strategy to stakeholders including board members, the Executive Leadership Team, customers, partners and all employees.
- › Working closely with the CEO, will have accountability for executing the product vision, product strategy, product design and product development process, overseeing all components of the product from concept to launch and post-launch.
- › Lead the transformation of product ideas from data informed insights, into actionable concepts, timelines and projects while balancing the financial implications, marketing needs, and overall objectives of the business.
- › Collaborate with the executive team, with a focus on interaction with key stakeholders such as the Chief Technology Officer and partner with Finance, Business Operations and Sales to develop and drive business cases and plans for existing product offerings and incremental or new product innovations.
- › Recruit, develop and direct a high performing product management/product development team across the Company's enterprise.
- › Create and direct a process that drives toward a scalable product portfolio that will enhance the business's product profitability.
- › Capture and data mine customer feedback to insure successful new product decisions.
- › Direct the team and company stakeholders to insure continuous improvement in the portfolio of products.
- › Play leading role in evaluating market trends and competitive strategies that will enable the company to make accurate and timely recommendations on product pricing and positioning.

## Desired Experience & Qualifications

- › Demonstrated Product Leadership success in roles with broad ownership across multiple products within a SaaS, B2B and/or information services environment, with experience in building and directing Product innovation initiatives. Note: prefer experience in a mid-sized digital or SaaS/information-based company.
- › Learning Management Systems (LMS), online education and digital marketing industry experience is desired.
- › Must possess product leadership experience within high growth and entrepreneurial companies that provide multi product platforms for their customers.
- › Strong degree of comfort collaborating with the CEO on vision application.

- › Prefer at least ten years of experience in an executive product leadership role.
- › Consistent track record developing and executing a vision for the company's total product direction.
- › Strong collaboration, influencing and communications skills.
- › Keeps ego in check - is confident but comfortable not knowing everything and taking direction.
- › Ability to solve complex problems and integrate many variables in decision making.
- › Results-oriented-resilient and resourceful within an entrepreneurial environment.
- › Comfortable in an interactive, open, collaborative, fluid, fast-growth environment
- › Capable of providing an energetic and creative approach to work.
- › Comfortable in working with an evolving and forward moving company culture.
- › Must be able to embrace creativity and thrive under pressure,
- › Is comfortable with change and ambiguity.
- › Proven track record of successfully leading, directly or indirectly, product development that provides best in class product offerings and support.
- › Strong ability to persuade, influence and bring together individuals, teams and organizations. Ability to resolve conflict and drive execution.
- › Proven expertise in B2B or B2C cloud-based applications.
- › Able to drive consensus.
- › Agile and flexible.
- › Strong problem solving and exceptional analytical skills.
- › Ability to define and analyze numerous product metrics.
- › Ability to communicate big-picture concepts, act strategically and make proactive decisions.
- › Proven strategist who can roll up his/hers sleeves and drive execution, inspire cross functional teams and lead by example.
- › Excellent troubleshooting, listening and problem-solving skills.
- › Inspirational leader that works creatively toward a big vision and guides teams through technical challenges.
- › Experience and ability to manage multiple platform product initiatives.
- › DFW Area candidates are preferred.

**Education:** Minimum Bachelor's Degree



The Client Company provides a competitive executive compensation structure including base salary and incentive bonus plan. In addition, the Company provides an attractive employee benefits program.

**How to apply:**

Upload your resume at <https://www.careermp.com/cmp-open-roles> or  
Contact Robert Elam at [roberte@careermp.com](mailto:roberte@careermp.com)

