

Director Product Development

Location: WV

Description: The Director of Product Development reports to the Exec. Vice President/General Manager of the Security Printing Solutions Division. The individual will be responsible for identifying new product ideas that leads the SPS Division to becoming the leading expert and provider of Security Printing and Software Solutions Worldwide . Monitors consumer and competitor's trends, developing and testing product concepts, and developing sound business plans for new product initiatives. The Director of Product Development will also serve as the internal champion creating and executing the go to market strategy and serving as the lead project manager during the development phase through successful product launch. The individual will drive the Company's efforts to position itself as a visionary leader in its emerging markets and to achieve its revenue goals.

- Drive the implementation of a Product Management team within the company .
 - Manage the existing stable of products and lead the ongoing development of enhancements to support increased value to customers.
 - Gather and analyze feedback from sales, marketing, operations and partners/prospects to set the strategic vision for existing products and development of new products.
 - Manage the execution of consumer research to further support rationale for product development and positioning within the marketplace.
 - Direct our internal process to define the product strategy, road map and priorities.
 - Research, develop & implement a best processes strategy for new product development , launch and analysis .
 - Develop requirements documents and use cases for new product features.
 - Monitor the status of development projects supporting new features
 - Become an expert on other products in the marketplace
 - Product life cycle & profitability management.
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- Provide guidance and direction to product managers on developing new products and managing the lifecycle of existing products
 - Build a team to support rapid growth expectations .
 - Develop & implement strategy to drive product and customer service onto the web.
 - Work closely with retention & customer communication teams to ensure accuracy of content.
 - Other duties as assigned

Requirements:

- Experience in consumer product development/management
- Strong business understanding and experience working in a Security Document and Software technical environment

Must come from a security printing environment and have experience in successfully developing new products in that industry

Send Resumes to:

Renee Kennedy

EMA Inc.

emanagementassoc@aol.com

413-525-4003