

# FOUREYES INSIGHT



**Chief Product Officer**  
Job Description - February 2019

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## Role Summary

Reporting to the CEO, the Chief Product Officer (CPO) is responsible for defining and delivering the FEI software product vision, strategy, and roadmap. They will then translate this into a scalable product scope, design, build, and go to market capability.

With responsibility for overall definition and roll out of software products, but working very closely with the consulting leadership, the CPO will oversee every element of FEI software products, from their conceptualization to launch and post-launch performance. They will be supported by product owners, a development team, an implementation and support/client retention team, and will also oversee a small sales and marketing function. They will also have responsibility for the FEI in-house analytics team given their critical role in implementation and support of our software products.

## Responsibilities

### Product Strategy

- leading the evolution of the FEI software vision, strategy and product roadmap, securing board buy-in and support;
- overseeing research and analyses that lead to informed decision making by the board on issues such as cost, utility, and timelines for products;
- establishing the methodologies and procedures for conducting market research, design conceptualization, prototyping, and product development;
- conducting analyses such as gap analysis to establish product differentiation and execution strategies that will lead to a product's ultimate success;

### Product Development

- developing the necessary business cases for specific products and lead the process of securing board approval for any required investment;
- leading the transformation of signed off product ideas into actionable concepts, timelines, and projects that align to the overall product strategy;
- managing the day-to-day execution of all product activities, coordinating the functions of:
  - product design and development – establish and oversee a group of product owners and manage their 3rd party development partners, ultimately identifying next steps to build their own development capability;
  - product launch and marketing – develop specific go to market strategies, leveraging the consulting leadership and integrating their sales capability with direct sales and marketing efforts from a dedicated team;
  - product implementation and ongoing support – establish and lead an implementation, support and customer retention team, including leadership for the in-house analytics team, to embed products with clients and ensure the value of the product is realised and churn minimised;
  - product maintenance and continuous improvement – ensure they have the necessary infrastructure in place, in terms of both people and systems, to ensure the stability and continual evolution of the systems architecture and back end processes, including quality and GDPR considerations;

### Go to Market

- helping to identify target client segments and markets, evaluate market trends and competition strategies to inform recommendations on product pricing and positioning;

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- working in conjunction with the consulting leadership, and broader exec, to create a software sales and marketing strategy;
- playing a lead role in marketing the product:
  - acting as the lead evangelist for the business's software products, directly building their profile through presentations at conferences and events;
  - meeting and interacting directly with current and prospective clients to promote the product's value and benefits while simultaneously sourcing feedback and assessing their reception of, and experience with the product;
  - overseeing the activity of a small sales and marketing function and all marketing communications, conferences, events, demos, press, and launches;
- ensuring that as well as delivering functioning and compliant software they are providing a product experience that continuously and consistently impresses clients;
- tracking and monitoring the commercial success of products relative to business case/plan expectations and take remedial action if not meeting expectations;

## People Leadership

- providing a vision for the future product team and lead the development of the function to create an exciting, dynamic, and sustainable work environment that pulls in and retains talent;
- providing leadership to key roles in the team – product owners, implementation, and support team - ensuring that these roles are being executed in the most efficient and collaborative way, leading to the overall effectiveness of the function;
- ensuring personal and team compliance with policies and procedures;
- being accountable for implementing performance management processes;
- as a member of the Executive Committee, contributing to the broader governance, creation of shareholder value and overall success of FEI;
- as a senior leader in the Firm, acting as a role model, exhibiting the expected leadership qualities and behaviours - investing in their people, working collaboratively, being quality and impact focused, being delivery focused, being commercially savvy, effectively communicating, being open and transparent.

## Person Specification

The successful candidate will be expected to demonstrate evidence of the following skills, capabilities and experience:

- demonstrable track record of successfully taking products to market, ideally within the healthcare sector;
- ability to build and motivate a team;
- being an effective C-suite communicator both in writing and in person;

The CPO will oversee an organisational structure that includes product, development, implementation, and customer support. They will have leadership responsibility and be the face of the product to new and existing clients. In order to be successful in this role, candidates must be able to lead technical teams, be they outsourced or in-house. Commercial acumen is extremely important as the business takes their product to market. The CPO will provide oversight for a dedicated software sales team work hand in hand with the consultancy side of the business to inform sales and marketing strategy. Previous experience as a product lead in a growing technology business is essential, and this individual may have come into product through a technical delivery background. Understanding of the healthcare ecosystem is a strong preference, but exceptional candidates from other industry sectors will be considered.