



# Director Product Strategy

United States

## JOB DESCRIPTION

AgFirst is hiring a Director of Product Strategy.

The Product Strategy Director is a leadership role driving the organization's strategic direction for product roadmaps, investment of resources, and product innovation in commercial and capital markets agricultural lending. The Product Director is a thought leader who informs the strategic product definition by being the expert on customer and market feedback, competitive analysis, market intelligence, and business metrics for the commercial and capital market lines of business.

Responsibilities include managing multiple relationships internal and external to the organization to set and maintain the product line vision. This includes overseeing a product line and the set of capabilities that support them. The Product Strategy Director collaborates with and provides strategic direction to capability managers as they engage development teams to execute and deliver value throughout the product lifecycle. The Product Strategy Director is responsible for informing the product line direction based on the voice of the customer (VOC), marketplace trends, competitive threats and business metrics, balanced with organizational objectives and existing business capabilities.

The Product Strategy Director partners with Senior Management, the Transformation Management Office, Associations, business line

[Skip to main content.](#)

leaders, Marketing and Product stakeholders to ensure alignment with the enterprise strategic vision. The Product Strategy Director has ultimate accountability for successful product strategy, independent of ownership of implementation or operations.

Responsibilities:

- Accountable for assessing and communicating competitive landscape and using those insights to conceive product strategies for driving acquisition growth and retention.
- Accountable for identification of market opportunities and communication of value proposition for product lines.
- Accountable for creating, maintaining, and communicating high-level product roadmaps across the enterprise in alignment with the AgFirst business plan.
- Use industry, institutional, and technical knowledge to influence business strategy and direction.
- Identify opportunities for proof-of-concept validation and product line enhancements based on results.
- Conduct ongoing research and exploratory conversations, as needed, with key partners to understand and recommend potential strategic partnerships to support District growth and competitiveness
- Partner with Association executive management to build a mid-term and long-term product line strategy to support Association growth.
- Work with solution, information, and technology architecture and key organizational stakeholders to define a strategic plan for leveraging integrated business architecture as part of the enterprise architecture
- Participate in enterprise strategy development, including environmental analysis, opportunity identification, value cases and business innovation portfolio development
- Support governance to ensure business architecture work is in lock step with other enterprise architecture viewpoints
- Use data and analytics to understand and analyze customer and business needs

[Skip to main content.](#)

- Understands the why behind product line capabilities and features and drives and communicates business value.
- Participate and contribute to relevant Bank and district governing bodies, committees and workgroups to ensure that a product line strategy point of view is part of strategic decision making.
- Partner with market research and customer experience teams to gain insights in market, customer satisfaction, and channel data to drive product strategy recommendations
- Produce high-level user story specifications with acceptance criteria that capture desired capabilities to support product lines. Documents specifications so that the Bank's product delivery team can use them to build business, functional, and technical requirements and testing plans.
- Inform conception of demand generation plans and development of sales tools and training.
- Inform positioning of product lines and services, communicate their value proposition, and ensure consistent messaging of features and benefits.
- Partner with Marketing and Communications to position product messaging for differentiation.
- Collaborate with delivery and execution teams to ensure organizational preparedness for products.

#### Qualifications:

- Bachelor's Degree in business, marketing, management or comparable field
- 10+ years of experience in Management and Financial Services, product management or business strategy in banking/finance/lending
- Current understanding of market and industry trends in financial services, FinTech and technology
- Knowledge of agriculture is a plus
- Strong strategic thinking and vision
- Ability to be seen as a thought leader for the AgFirst digital footprint

[Skip to main content.](#)

- Relationship building and collaboration skills across diverse and matrixed stakeholders and customers.
- Ability to surface, prioritize, and balance multiple stakeholder priorities Excellent relationship building, negotiation, and influencing skills
- Strong communication skills, including clear written, verbal and presentation skills
- Ability to adapt to change and work under pressure
- Strong analytical and critical thinking skills
- Ability to influence the C Suite, Association CEOs and Boards of Directors
- Experience in product management supporting all phases of the product lifecycle using project methodology a plus
- Coaching and leadership skills
- Ability to travel as needed

#LI-OM

## ABOUT US

Are you ready for a career with us that will impact more than you ever imagined? At AgFirst, you have an opportunity to make a difference for agriculture and rural communities while elevating your career. When you work here, you are part of a cooperative that provides financing, technical support and business services to banks in the national Farm Credit system. You can be part of the solution for those banks – our customers – as they make loans to more than 80,000 farmers, businesses and homeowners in rural America. At AgFirst, we value your skills and unique perspective. We think you'll like the impact you can make here and the benefits you will enjoy. AgFirst is dedicated to fostering an engaged workplace that makes every employee feel valued, appreciated and heard. We invest in our employees because they invest in us and work hard to make our bank successful. Among its

[Skip to main content.](#)

range of benefits, AgFirst offers competitive pay, flexible work schedules, a corporate incentive plan and even free coffee and soft drinks in the break room. If you're ready to impact more than you ever thought possible, we're ready for you!

While we offer a variety of lending and credit jobs, we're more than just an agricultural lending company. We have many roles in areas such as information technology and information security, as well as support services. No matter your career path, find a way to impact more with AgFirst!

## OUR BRAND AND CULTURE

We want to make a difference in people's lives – and that includes yours! We strive to create a workplace environment where all employees feel welcome and open to bringing their whole selves to work. We have a diverse, talented workforce that helps us bring a well-rounded perspective to the solutions we provide. At AgFirst, we aim to give our employees room to grow both personally and professionally. We hope you will find more than just a job here. We hope you will find a fulfilling career that allows you to use your abilities to impact more.

## OUR BENEFITS AND REWARDS

AgFirst believes employee satisfaction is built around a career that combines personal and professional accomplishment with financial rewards that help you build toward the future. We believe that compensation is more than just a paycheck. At AgFirst, you'll find a total rewards package that includes:

- Competitive pay, with paid vacation, holidays and sick leave, as well as paid time off for volunteering.
- Corporate incentive plan with spot bonuses for top-notch work.
- Medical, dental and vision insurance, as well as life and disability insurance.
- Flexible spending and health savings accounts.
- Generous 401(k) matching contributions, as well as additional employer contributions.

[Skip to main content.](#)

- Reimbursement for approved higher education pursuits.
- A wellness program for employees, which includes resources for a healthier lifestyle.
- A Leadership Academy for professional development.
- Other perks, such as employee discounts, annual on-site flu shots and even free periodic chair massages.

In addition, we are located in a modern office building in a revitalized business district on Main Street in Columbia, S.C., near multiple restaurants and shops. Our open floor plan features a variety of meeting areas, from cozy collaboration rooms to large meeting spaces – all equipped with state-of-the-art technology to meet your business needs.

Other benefits of our office building include:

- Free parking in an attached garage.
- An on-site restaurant.
- A newly renovated fitness center.
- On-site conveniences, such as dry cleaning and oil change services.

Regular building events, such as luncheons and ice cream socials

**APPLY NOW**

**Job Identification** 734 **Posting Date** 04/30/2022, 08:41 AM

**Job Schedule** Full time

**Locations**  AgFirst

# Similar Jobs

**Senior Product Development Owner - Product Strategy**

Columbia, SC, United States • Posted on 05/04/2022

