

LEDGER BENNETT

Vice President Product Design

Global

Ledger Bennett is a revenue generation agency that drives clients to connect and optimize performance of all activity that generates revenue. We are building a group of revenue businesses that will allow the world's most digitally enabled organisations to create frictionless digital buyer and customer experiences that generate revenue from first touch to...forever.

As our industry has developed its capability in-house to measure marketing influence on revenue, there is now an increased requirement to help B2B organizations to launch connected revenue generating activity across marketing, sales and customer success and measure and optimize the performance of this as a connected function under the remit of the Chief Revenue Officer (CRO).

Ledger Bennett has 60% of the capability to deliver these services albeit in legacy teams that are used to operating in a digital marketing agency environment. We are looking for an experienced VP Product Design to redesign our existing service offerings and develop the remaining 40% in line with the Board's vision.

As the VP Product Design, you will be responsible for redesigning our portfolio of existing services and designing and launching new products across Ledger Bennett's solutions portfolio to be the only business that can truly support the modern revenue generation functions in global enterprises and high growth scale-up businesses. In this position, you will build scalable, successful products and productized services that directly improve the revenue generation and measurement capabilities of our clients. The position will report directly to the Managing Director.

If you are passionate about the future of connected digital marketing, sales and customer success solutions and are excited by building frictionless, data-driven solutions that will focus purely on driving revenue for global business, this is the perfect role for you. You'll need to be creative, visionary and spearhead critical thinking within the agency.

This role will lead a diverse team of creatives, developers, data-driven media specialists, planners and performance analysts.

Working closely with the VP of Sales and Marketing to take our products to market, you will be supported by a Head of Operations in the UK who is responsible for defining highly effective and productive delivery teams and managing all resources and capabilities to deliver high quality outcomes for our clients.

What will my new role involve?

Design a portfolio of revenue generating products and services that integrate digital marketing, sales and customer success:

- Redefine existing services in creative, media, martech and analytics
- Design new products that complement our existing portfolio and each other to achieve our goal to become the world's most effective revenue generation business
- Work with VP Sales and Marketing and VP Finance to ensure the Account Management team realize the commercial value of all services and products

Expand our capabilities in digital sales and customer success:

- Ledger Bennett's proposition will expand beyond MQL creation into sales and customer success journeys. The creative, media, analytics and tech teams will need to identify areas to develop their skills in digital experiences beyond MQL that generate uplifts in revenue, the whole customer life cycle is fair game in the future of revenue generation!

Ensure our service/product portfolio is efficient, profitable and scalable:

- Working closely with VP Finance and Head of Operations to create scalable, high performing teams and highly efficient operating models for all our products

Recording and sharing the successes:

- Working with Account leads at Ledger Bennett to call out the big successes and create case studies for the external promotion of the new Ledger Bennett product portfolio

Essential Skills

- 8+ years' experience in a product design or innovation team in a SaaS business, preferably where the technology was geared towards marketing and sales
- Experience in standardising services and the operating models that are required to deliver them to maximize productivity
- 8+ years' experience in implementing testing methodologies for new platforms and operating models and optimizing performance
- Strong commercial acumen ensuring effective product ROI
- Experience of coaching teams to develop individuals both personally and professionally
- Experience of building teams globally and creating a collaborative environment despite timezone and remote working pressures
- Build trust and confidence with team members through medium- and long term- direction setting of team and individual goals
- Excellent communication skills with internal and external stakeholders to represent the company professionally
- Initiative and determination to see a project through from start to finish
- Excellent client-facing and internal communication skills
- Excellent written and verbal communication skills
- Strong working knowledge of Microsoft Office
- Able to work with tact and confidentiality with senior decisions making teams

What can we offer you?

As our Vice President of Product Design, you will be entitled to a **highly competitive dependant on experience** plus a range of benefits including:

- Generous PTO allowance of 20 days per year
- Health Insurance with Vision and Dental; A comprehensive plan with company matching for all dependents up to 100%, including 50 % reimbursement for Vision and Dental insurance with Blue Shield, Available on the 1st of the following month after 30 days' employment

- Team Outing; Travel opportunities across the US and Europe.
- Company Wellness plan with Class Pass matching; Online well-being account including counseling and support through BalanceWorks, Prescription drug discount card, Employee discount card and rewards program through Working Advantage, 50% company matching for up to 3 classes per month with Class Pass
- Generous 401k matching - Matching up to 4% with an easy to use, online system for maintaining your 401k
- Commuter benefits scheme
- Flexible Spend Account access
- Life insurance plan
- A people framework

Why work for Ledger Bennett?

At Ledger Bennett you will implement best-in-class marketing solutions and adopt new and emerging technologies.

We are a well-established business of experienced digital marketing professionals working in global teams to deliver data-driven solutions to complex marketing, sales and customer success problems.

We are growing rapidly with new offices in London, San Francisco and Chicago established in 2017. Joining us now you will be part of a fast-paced and innovative agency and will have a chance to be a key part of this growth.

If you have the skills and experience to excel as our Senior Media Consultant, click [APPLY](#) with your resume.