



Director of Product, Data Delivery

AnalyticsIQ – Atlanta, GA/Remote

AnalyticsIQ is the leading people-based marketing data creator & predictive analytics innovator. Our mission is to fuel better outcomes for all by creating reliable & predictive people-based data by blending cognitive psychology with data science. We help B2C & B2B organizations across industries understand who people are, what they do, & why they make decisions to help brands improve marketing & analytic results. AnalyticsIQ is headquartered in Atlanta, Georgia, & employs a growing team of industry experts, data scientists & cognitive psychologists. Our company values CREATE a high standards culture made up of collaboration, respect, ethics, accountability, trust, & excellence. As a member of our team, you will have an opportunity to thrive within an incredible culture that provides market leading solutions, competitive pay & benefits, proven support for work-life balance, a commitment to teamwork, & support for personal & professional growth. We invite you to experience the brilliance!

Job Description:

As a Director of Product, Data Delivery, you will be responsible for leading the development & execution of AnalyticsIQ's data distribution strategy within the AdTech ecosystem. Our goal is to ensure that all clients & strategic partners can quickly, easily, & securely access the AnalyticsIQ data they need, where & how they need it. For example, the delivery strategy may include forging strategic agreements & processes with onboarding partners, digital media platforms, & analytics environments. You will work closely with cross-functional teams to identify & prioritize market opportunities, define product requirements, & drive the product roadmap from conception to launch. Your role will involve analyzing market trends, understanding customer needs, & leveraging data-driven insights to deliver innovative solutions. This position will report to the Vice President of Product Management.

Responsibilities:

- Formulate & communicate a clear data delivery product strategy aligned with the company's vision & goals.
- Identify market trends, competitive landscapes, & emerging technologies to inform strategic decisions.
- Define appropriate product strategies for AIQ's identity assets, data products, & propositions across sales channels & vertical markets related to identity enrichment services.
- Define & prioritize new data delivery initiatives based on business value, customer needs, & technical feasibility.
- Develop & maintain a product roadmap that guides the product development lifecycle.
- Collaborate with cross-functional teams including engineering, marketing, & sales to ensure successful product delivery.
- Facilitate communication & alignment among team members to drive project execution.
- Conduct market research, user interviews, & competitive analysis to gain insights into customer preferences & behavior in the digital ecosystem.
- Utilize data analytics & customer feedback to optimize product performance & user experience. Understand the user persona & buyer persona & develop unique value propositions for both.



- Work closely with the Data Product Manager to share specific feedback & opportunities related to the individual data attributes AnalyticsIQ creates.
- Translate business objectives & customer requirements into clear & actionable product requirements.
- Document user stories, feature specifications, & acceptance criteria to guide development efforts.
- Drive the development of marketing collateral, sales enablement materials, & customer communication plans to support product adoption.
- Collaborate with product marketing & partner teams to support content creation, product positioning, pricing & drive Go-To-Market.
- Define key performance indicators (KPIs) to measure the success & ROI of data delivery strategies.
- Monitor product performance, analyze metrics, & iterate on product features to drive Build & maintain strong relationships with internal stakeholders, external data delivery partners, & customers.
- Regularly communicate product updates, gather feedback, & manage expectations to ensure alignment with business objectives.

Qualifications & Skills:

- Bachelor's degree in business, marketing, computer science, or related field; Master's degree preferred.
- 5+ years of consumer marketing experience with a strong understanding of how offline & digital identifiers work for identity resolution.
- Strong domain knowledge & tactical experience in the Ad-Tech/Mar-Tech space
- Proven experience in product management, with a focus on strategy development & execution.
- Ability to operate & think in terms of the business outcome, end-user experience, the underlying technology stack to drive those experiences & outcomes.
- Strong analytical skills & ability to translate data into actionable insights.
- Excellent communication & presentation skills, with the ability to influence & persuade stakeholders at all levels.
- Experience working in Agile development environments.
- Demonstrated ability to manage multiple projects simultaneously & drive results in a fast-paced, dynamic environment.
- Strategic thinker with a customer-centric mindset & a passion for delivering innovative digital solutions.
- Bonus: Product Management Certification from the Pragmatic Institute
- Bonus: Previous leadership experience

Competencies:

- Branding & Positioning
- Creativity & Innovation
- Fostering Communication
- Information Gathering & Processing
- Integrated Marketing Communications
- Teamwork



What You Can Expect from Us:

- A collaborative & supportive company culture with a rewarding work environment
- Work-life-balance
- Employee development
- Room for upward growth within the organization
- Competitive pay
- Comprehensive benefits including 100% of family health, dental, & vision
- 401k with company matching
- Opportunity to attend a variety of events including company & industry events
- Paid parental leave
- Remote working options
- Paid vacation days that increase with time employed with company
- Sports & entertainment tickets available to employees
- Reimbursement towards family fitness club membership

If interested in applying, please send your resume to HR@analyticsiq.com!