

E-Book Product Lead

Responsibilities:

- Partner with GM of e-book/e-commerce division a major media company to develop and drive a cross-divisional digital product strategy - including, but far from limited to, an e-book strategy.
 - Identify opportunities to grow company's digital product portfolio based on industry trends, market disruptors, technology enablers, and competitive positioning
 - Develop from ideation, business case analysis to execution, new digital product offerings, strategic partnerships and digital distribution channels
 - Effectively manage day to day operations of digital business. Lead digital fulfillment and production functional area
 - Enable capabilities and workflow to support ebook products
 - Manage vendor relationships and participate in vendor negotiations
 - Advise key internal clients on matters including digital product process, workflow, production, legal, finance, supply chain, and data
 - Assess and enable digital product for business
 - Digital catalogs
 - Digital galleys and F&Gs
 - Mobile Products – enabling trade marketing apps for iphone
 - Manage operations set-up to support new products
- Serve as thought-leader in aligning digital strategy with a client's business goals and objectives. Be a subject market expert in digital technologies related to product creation, conversion and different digital formats
 - Drive high-level discussions on the role of digital within publishing
 - Participate in delivering strategic insight and recommendations to client senior executives
 - Partner with Finance and other company leaders to develop financial models to reflect impact of new digital product offerings, strategic partnerships and digital distribution methods/channels

Requirements:

- MBA required or BA with 2-3 years of digital experience with a large publishing house
- Deep understanding of and experience with content creation and management, digital asset management and distribution, vendor management. Background in publishing preferred, but not required.
- Proven expertise in operational metrics and reporting
- Experience developing PowerPoint presentations and delivering them to internal and external stakeholders alike