

Director, Innovation Commercialization – Liberty Mutual Personal Insurance

Job Summary	<p>Responsible for the development, implementation and measurement of innovation initiatives in support of the Company's overall innovation strategy and goals. Will lead high-profile projects of large scope and complexity – projects among the top 2-3 innovation efforts across the SBU. In collaboration with multiple SBU departments, this role will design and implement a comprehensive new product/service development cycle which includes identification of market potential, establishing of go-to-market strategies, estimation of potential sales, operational support strategy, distribution analysis, market and product positioning. Additional responsibilities include planning, organizing and coordinating innovation initiatives to ensure key performance indicators are achieved. Will work with cross-functional team and governance structure to set aspirational metrics and goals and will track against those goals. Will build project plans to ensure successful completion of new product/service development cycle and will identify potential risks and develops mitigation strategies. Will provide continuing product/service monitoring, measurement and analysis. Will identify optimal scaling plans for bringing pilot products/services to the broader organization and will work with cross-functional partners to actively transition initiatives to the operation.</p>
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Job Responsibilities	<ul style="list-style-type: none"> • Drives new products and services through the stage-gate process to meet objectives. • Analyze, interpret, and present key results to senior executives. • Ensure customer and prospective customer needs are addressed and sales channels are supported. • Establish plans and create programs which support key business metrics of retention, acquisition and/or cost savings. • Lead cross functional teams to explore and develop product concepts which support broader Innovation KPIs. • Addresses issues and resolves problems pertaining to activities and/or programs that are not meeting the needs of customers or the business.
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