



POSITION DESCRIPTION

Position Title: VP of Product Innovation

Department: Product Development

Reports To: Chief Commercial Officer

Supervisory: Yes

Employment Type: Full-Time

Compensation: Salary + Bonus Plan + Benefits

Date: ASAP

Location: Orlando

The Vice President of Product Innovation is a strategic executive leader responsible for shaping and executing the company's innovation agenda across products, technology, and digital learning ecosystems. This role leads a cross-functional team—including Instructional Designers, Subject Matter Experts (SMEs), and Graphic Design Specialists—to develop transformative and scalable learning solutions that set new standards in creativity, performance, and security.

In addition to driving product strategy and market innovation, the VP ensures that cybersecurity and technology infrastructure are deeply embedded throughout the product lifecycle. The role is accountable for building a secure, modern technology stack, integrating automation and programmatic efficiency, and fostering strong alignment among Product, Marketing, Customer Success, and Operations.

Key Responsibilities:

Strategic Leadership and Vision

- Define and lead the organization's product innovation and technology vision, ensuring competitive differentiation and long-term scalability.
- Champion a "security-by-design" philosophy—embedding cybersecurity principles into product ideation, development, and deployment.
- Evaluate emerging technologies, industry trends, and digital learning innovations to identify strategic opportunities.
- Represent Product Innovation at the executive level, contributing to enterprise growth and risk mitigation strategies.

Product Roadmap and Innovation Management

- Oversee and support the full product development lifecycle—from concept to deployment—ensuring alignment to quality, user experience, and security standards.
- Design and manage the technology stack supporting product development, integrations, and automation workflows, prioritizing scalability and cybersecurity.
- Collaborate with IT security to ensure technology choices adhere to compliance frameworks (e.g., SOC 2, GDPR, ISO 27001, FERPA).
- Lead and support cross-functional collaboration between creative, instructional, and technical teams to deliver secure, user-centric product solutions.
- Leverage new technology to drive product development and delivery efficiencies that support the user experience.



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Cybersecurity and Technology Governance

- Partner with internal security teams to define cybersecurity requirements for all digital products, data systems, and integration points.
- Establish policies ensuring secure coding practices, regular vulnerability assessments, and robust data protection mechanisms.
- Oversee incident response alignment, risk assessment, and ongoing monitoring of technology systems used in product delivery.
- Evaluate vendors and technology partners for security and compliance, ensuring third-party integrations meet internal security standards.
- Monitor emerging cybersecurity technologies and threats to update the organization's security posture proactively.

Team Leadership and Organizational Development

- Lead and mentor a multidisciplinary team of Instructional Designers, SMEs, and Graphic Design Specialists, fostering creativity and innovation within a security-conscious framework.
- Define team capabilities and training plans to enhance awareness of secure design, data handling, and compliance obligations.
- Promote a high-performance culture that blends creative excellence with technical discipline.

Customer Success and Market Alignment

- Partner with the Customer Success team to define KPIs and metrics for adoption, satisfaction, and retention—ensuring that secure, reliable technology enhances user trust.
- Translate customer insights into product enhancements, feature improvements, and secure integrations.
- Guide how the product's cybersecurity features and assurances are communicated to customers as part of the value proposition.

Cross-Functional Collaboration

- Serve as the executive liaison between Product, Marketing, Technology, and Operations, ensuring holistic product development and go-to-market alignment.
- Collaborate with the Marketing team to influence positioning, messaging, packaging, and narrative around innovation and product security.
- Work closely with Operations to design efficient, secure feedback loops that inform continuous product improvement.

Operational Excellence

- Define and oversee metrics for innovation, technology performance, and cybersecurity readiness.
- Introduce continuous improvement frameworks and secure automation practices that enhance delivery speed and reliability.
- Ensure all innovation initiatives align with enterprise governance, compliance, and risk-management policies.

Student Learning Outcomes and Accreditation

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- Oversee the development and assessment of Student Learning Outcomes (SLOs) and accreditation processes.
- Lead accreditation evaluation teams and contribute to USI continuous improvement efforts.
- Lead education and training events to stay current and familiar with product delivery.

Qualifications:

Education:

- Bachelor's degree in Product Management, Computer Science, Information Systems, Business, or a related field.
- Master's degree or MBA preferred. Certifications in cybersecurity (e.g., CISSP, CISM, CCSP) are a plus.

Experience:

- 10+ years of experience in product management, innovation, or technology leadership roles, including at least 5 years in an executive-level capacity.
- Proven experience managing technology-driven product portfolios, ideally including secure cloud-based systems or digital learning products.
- Demonstrated success implementing cybersecurity initiatives or leading secure technology transformations.
- Strong background in cross-functional leadership, including marketing, operations, and customer success collaboration.

Skills and Competencies:

- Deep understanding of cybersecurity principles, regulatory frameworks, and secure technology architectures.
- Strong leadership, communication, and stakeholder management skills with the ability to translate complex technical concepts into strategic business language.
- Mastery of product management frameworks, agile methodologies, and innovation design-thinking practices.
- Analytical mindset with data-driven decision-making and KPI management experience.
- Ability to balance innovation speed with compliance, safety, and governance priorities.

Physical Requirements/Work Environment:

- The employee will work in Orlando office.
- Travel to customer locations and industry conferences to conduct business will be required (all travel costs reimbursed).
- Occasional work in outdoor environments to participate in flight training or other UAS related activities may be required.
- Must be able to hear well and speak clearly.



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- Must be able to conduct virtual and in-person presentations.

Intent and Function of Position Descriptions

Position descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well-constructed position descriptions are an integral part of an effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the position. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all-inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

Position descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.