Director, New Product Development & Strategic Initiatives

Are you right for our team?

In the next few years, the American Physiological Society (APS) will double membership. We will expand internationally. We will reach out to new audiences and create experiences and products that will inspire some of the world’s greatest biomedical scientists to do what they do best: understand life, cure disease, improve health and change the world.

We will also create a new annual meeting from scratch, launch a new flagship scientific journal and a global PR initiative, and target our offerings to give every advantage to our members for professional networking, collaboration and—most of all—advancing science for the benefit of humanity.

Think there’s not a lot of innovation taking place at a 130-year-old association? Think again. We work in an environment where innovation, creativity, ideas and risk-taking is expected. We don't do turf wars, internal politics or anything that gets in the way of achieving goals for our members.

If you don’t love all that, stop reading. If you do love it then read on!

So, who are you?

You lead. You see a need, a niche or opportunity and meet it through the creation of a new product or service to support your audience and to drive in revenue. You anticipate, you research, your study your market, you plan and execute repeatedly. You’re creative but also analytical and financially savvy so that products meet financial goals. You’re smart, talented, entrepreneurial, experienced, persuasive. You roll up your sleeves and dive in to get the job done. You are resourceful. You might have experience in the association, science or healthcare space. You’re confident but also humble, you’re endlessly curious, solution-oriented, a terrific teammate, data-driven. You are a rockstar who we simply haven't met.
What’s next?

Show us your creativity with a cover letter that tells us your story, why you deserve to be on our team, how you’ve have developed successful products and services for your customers or members. Please do not simply rehash your resume. Your resume may get you in the door for an interview, but it’s your cover letter that will tell us how you might fit with our team.

Here’s the stuff Human Resources makes us share:

Director of New Product Development & Strategic Initiatives:

- Leads a cross-departmental team to design, create, build, implement and evaluate a full product development cycle. Potential products include distance learning, credentialing and certification programs, services, new live meeting events (although you aren’t the meeting planner), among others that drives in revenue, builds the APS brand and reputation, enhances member benefits and distinguishes the Society as the preeminent physiology organization in the world.
- Creates an opportunity filter or stage gate process to continually develop new opportunities for the organization.
- Spearheads, as appropriate, the development of the above products through interaction with the Society’s members, committees, working groups, authors, etc.
- Develops in coordination with the Finance Department a full profit/loss process, measuring return on investment, value-creation methodology, analytics, etc.
- Work with the Information Technology (IT) Department to develop any digital tools and assets to support successful implementation and roll out of products.
- Works with the Marketing team to develop target audiences, unique selling proposition, promotion and evaluation of new products and services
- Identifies and adopts best practices to create a culture of innovation and experimentation within the APS staff environment and through the leadership of Strategic Initiative projects.
- Regularly reports to the Executive Team of APS, and its Council.

Other Specifics:

- The APS headquarters are based in Rockville, Maryland.
- During the COVID-19 pandemic, our office is closed and all employees are working remotely.
- We anticipate this to be our new normal. **Candidates do not have to live in the Washington, D.C. area.** Long-term, post-COVID-19 vaccine, 100% telework is acceptable with periodic visits to headquarters as needed.
- Position directly reports to the Chief Engagement & Partnerships Officer. Individual will serve as a senior member of the Engagement Division.
- The role requires occasional travel. The position requires sitting (80%), standing (5%), walking (15%) and the ability to (metaphorically) bend over backwards.
• Candidates must have a bachelor’s degree, master’s preferred. Candidates holding a CAE are preferred, along with a minimum of eight years of experience in an association environment.
• Please note that this description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Please send your cover letter, with salary requirements and resumes to resume@physiology.org.

APS is an Equal Opportunity Employer.

No phone calls please.