Job Title: Vice President of Product Strategy

Location: Remote/Flexible with periodic on-campus presence
Reports To: University President

Position Overview

The Vice President of Product Strategy will lead the vision, strategy, and development of a portfolio of online academic offerings that extend the cultural power, community strength, and educational excellence of our HBCU into the digital realm. This is a pivotal role at the heart of our university's transformation, helping shape an online student experience that is mission-driven, learner-centered, and designed to reflect the soul of the HBCU experience in a virtual environment.

The VP will partner closely with the Chief Academic Officer to co-create a forward-looking academic roadmap, identify high-impact online programs, and ensure that every course and credential embodies our values of Black excellence, cultural relevance, belonging, and economic mobility. This role bridges innovation and heritage, leading with strategy and empathy to build something bold, relevant, and enduring.

Key Responsibilities

Strategic Vision & Leadership

- Define and champion the product strategy for the HBCU's online college, ensuring alignment with the university's mission, academic vision, and student success goals.

- Lead competitive benchmarking, learner persona development, and market research to identify program opportunities that serve Black adult learners and working professionals.

- Build a strategy rooted in cultural identity, legacy, and belonging, not just access and scale, transforming online education into a rich, affirming HBCU experience.

Academic Offerings & Program Innovation

- Work in deep partnership with the Chief Academic Officer to identify and prioritize online programs that combine institutional strength with market demand.

- Guide the development of stackable credentials, degree pathways, and modular learning experiences in fields such as tech, education, health, and business.

- Ensure all offerings are academically rigorous and culturally grounded, with content and pedagogy that affirm and reflect the lived experiences of Black learners.

Building the HBCU Student Experience Online

- Lead the design of an immersive and joyful online student experience, including virtual and in-person communities, mentorship, advising, and events that mirror HBCU traditions.

- Partner with Student Affairs, Alumni Relations, and Support Services to create wraparound engagement and belonging, including online convocations, career mentorship, faith and spiritual integration, and mental health support.

- Ensure that every aspect of the student journey, from onboarding to graduation, is intentional, personal, and reflective of HBCU excellence and care.

Cross-Functional Product Leadership

- Collaborate with leaders across academics, enrollment, IT, advancement, and marketing to translate vision into reality through cross-functional initiatives.

- Drive the product lifecycle from concept to launch, including curriculum design partnerships, platform selection, faculty onboarding, and learner experience design.

- Serve as the voice of the learner, using insights from student data, interviews, and feedback to guide continuous iteration and improvement.

Business Strategy & Growth Planning

- Own the product roadmap and guide strategic decisions on program prioritization, pricing models, and portfolio expansion.

- Use data, labor market analysis, and predictive modeling to ensure offerings are aligned with workforce outcomes and long-term sustainability.

- Identify and pursue strategic partnerships (e.g., employers, tech firms, nonprofits) that support student pipelines, content development, or funding opportunities.

Qualifications

- 10+ years in product strategy, program development, academic leadership, student affairs, workforce development, and(or) product development.

- Demonstrated experience designing or leading student-centered learning experiences, especially for adult learners and underrepresented populations.

- Deep understanding of the HBCU value proposition and the cultural nuances of designing for Black learners.

- Proven track record of strong collaboration with academic leadership, faculty, and cross-functional stakeholders.

- Entrepreneurial mindset with a bias toward execution, continuous learning, and systems thinking.

- Culturally fluent, equity-driven, and motivated by mission.

What You'll Help Build

You'll help build more than just an online program; you'll help build the first truly immersive HBCU digital experience. A space where students feel seen, supported, and proud of who they are and what they're achieving. A model where every graduate carries forward our legacy of excellence into modern, high-opportunity fields.

Together, we'll create a new kind of institution, one that meets Black learners where they are and takes them further than they imagined.