



Business Director Mail & Data

BRUSSELS

External Description

Product Director

bpostgroup strives to create an inclusive environment with challenging projects and inspiring collaborations. With our employees at the heart of our organization, we don't believe in jobs, we believe in careers. We're now looking for a passionate and dynamic Product Director who will make us move.

You will join the bpost commercial management team, leading either the parcel or mail + data product families. As Product Director, your primary responsibility is to drive the full lifecycle of your tribe's products or capabilities, ensuring strategic alignment, operational excellence, and market responsiveness. You will take ownership of the tribe's success, driving everything from initial concept through to market delivery, blending commercial expertise with technical understanding.

By leading a high-performing, cross-functional team, you will ensure operational efficiency, strategic outcomes, customer satisfaction, and business growth. This role is key in shaping the future of our product families, challenging the status quo, and implementing innovative approaches where necessary.

Your mission:

Your mission is to ensure your tribe delivers market-leading, innovative solutions that meet evolving business and customer needs. You will drive alignment between commercial & business strategies and technical execution, optimizing operational processes and ensuring efficient resource management.

As a leader of Product Managers and Product Owners, you will inspire them to excel in strategy and product development, delivery, and continuous improvement, while driving strategic pillars of quality, customer centricity, digitalization, and innovation. Additionally, you will play a critical role in ensuring that your tribe's objectives are fully aligned with the overarching company strategy and with those of other bpost group subsidiaries and entities, leveraging the broader group assets to enhance the value proposition and that there is consistent communication and alignment with other Product Directors, senior management, and key stakeholders such as sales, customer service, retail, operations and more.

As Product Director, you will hold full accountability for your tribe's performance, aligning both its profitability and its strategic direction with company objectives. Your role will involve both managing day-to-day activities and implementing long-term strategic initiatives that challenge the status quo. You will lead a cross-functional team spanning technical, operational, communication, and business functions, your role will involve ensuring smooth collaboration across all areas. You will be a key driver of change, challenging established ways of working, and building new processes where necessary to maximize business impact. A crucial part of your role will be building strong relationships with other Product Directors, senior leadership, and external stakeholders (such as other bpost subsidiaries when needed) ensuring seamless coordination across departments and business units to meet shared objectives.

A critical part of your responsibilities will also include the upskilling of tribe resources with the support of HR and coaches, fostering a culture of continuous learning and improvement. You will ensure your team members are equipped with the skills and knowledge necessary to navigate an ever-evolving business landscape.

Key responsibilities include:

- **P&L Management:** Drive the financial performance of your tribe by focusing on the key drivers of revenue and profitability for each product and service. Influence long-term plans, budgets, forecasts, and financial reports to ensure financial targets are met
- **Strategic Leadership:** Define the tribe's vision and strategic direction, aligning with the company's broader goals and market trends.
- **Cross-Functional Leadership:** Lead a diverse, multi-disciplinary team, ensuring effective collaboration across all areas including technical, operational, and business.
- **Stakeholder Alignment & Communication:** Foster strong relationships with key internal and external stakeholders, including senior management, sales, and other Product Directors. Ensure objectives are aligned with company-wide strategies and that there is open, transparent communication across all levels.
- **End-to-End Product/Capability Management:** Oversee the entire lifecycle, from ideation and design through to development, market launch, and ongoing optimization.
- **Operational Excellence:** Drive optimization of processes and operations within the tribe, ensuring efficiency and continuous improvement.
- **Commercial Focus:** Develop go-to-market strategies, manage pricing and market positioning, and work closely with sales and retail teams to maximize commercial success.
- **Technical & Business Integration:** Ensure business objectives are well-integrated into technical development and delivery, collaborating closely with IT and technical teams.
- **Process Optimization:** Implement continuous process improvements, ensuring scalability and operational efficiency across all workflows.
- **Risk Management:** Proactively identify and mitigate risks early in the product lifecycle to ensure long-term success.

Your profile:

We do not only deliver letters and parcels, but also opportunities. This job is open to all with diverse backgrounds and talents. We are looking for a driven leader with a strong blend of commercial, operational, and technical expertise, as well as experience managing cross-functional teams and with a proven track record of commercial successes, possessing the following skills:

- **Strategic Vision & Execution:** Capable of defining long-term strategies and translating them into actionable steps, while managing day-to-day operations to meet business objectives.
- **Marketing Background:** Solid experience in **full-spectrum marketing**, including market analysis, customer insights, branding, pricing strategy, and go-to-market execution. A deep understanding of how marketing drives product success.
- **Product Management Expertise:** Strong knowledge of **product management principles**, including product lifecycle management, market research, customer needs analysis, and product roadmap planning.
- **Experience in Complex Organizations:** Proven ability to navigate and succeed in **complex, multi-functional organizations**, with a deep understanding of cross-functional dynamics and interdepartmental collaboration.
- **Agile Mindset:** Familiarity with **Agile methodologies** and frameworks, with experience working in an Agile environment. Ability to apply Agile principles to streamline product development and ensure iterative improvements.
- **Transformation Experience:** Comfortable working in environments undergoing **transformation**, with a track record of leading and adapting to organizational change.
- **Matrix Organization Proficiency:** Ability to work effectively in a **matrix organization**, where collaboration across multiple functions and departments is essential for success.
- **Operational Management:** Demonstrated ability to manage and optimize processes, ensuring operational efficiency and scalability.
- **Leadership & Team Management:** Strong leadership experience, particularly in managing cross-functional teams, including Product Managers (PMs) and Product Owners (POs).
- **Stakeholder Management:** Skilled in building relationships and managing expectations with internal and external stakeholders.
- **Technical Fluency:** Able to collaborate effectively with technical teams, understanding how IT

and product development impact business goals.

- **Problem-Solving & Decision-Making:** Analytical and solutions-driven approach to overcoming challenges and achieving business success.

Additional requirements:

- **Education:** Bachelor's or Master's degree in Marketing, Business, Engineering, or a related field. An MBA is a plus.
- **Leadership Experience:** 15+ years of leadership experience in product management, marketing, or general management within complex, multi-functional organizations. Proven people management skills are essential.
- **Industry Background:** Experience in industries such as technology, e-commerce, telecommunications, or logistics is a plus due to their fast-paced, customer-centric, and digital nature.
- **Languages:** Fluent in French (FR), Dutch (NL), and English (EN) to collaborate effectively in a multi-lingual organization.

Our offer:

Like a long-awaited parcel, we want to make you feel welcome and valued. Our offer includes:

- Competitive monthly salary
- Meal vouchers
- Hospitalization-, group- and disability insurances
- A phone subscription and company car
- 20 days of statutory leave and 7 additional extralegal days off
- An end-of-year and performance-based bonus and double holiday pay
- Many benefits from more than 100 bpost-partners

Why bpostgroup?

bpostgroup is Belgium's leading postal operator and a growing parcel & omni-commerce logistics partner globally. With a **focus on social and environmental sustainability**, we aim to be a trusted guide in a changing world. As our newest team member you will:

- Become part of the **bpostgroup family** with a unique atmosphere and culture.
- Enjoy a **dynamic work environment** with a hybrid model allowing for flexibility.
- Have access to **continuous learning and development** opportunities.
- Have a direct **impact on decision-making** in an international success story.
- Thrive in a **leadership culture** centered on visioning, sense making, innovation, and relating, empowering you to lead effectively in our forward-thinking organization.

[Find out more about bpostgroup](#)

No match?

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More info?

Feel free to reach out Isabelle Leparlier