



The
Aesthetic
Society®

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Managing Director, Digital Strategy & Program Execution

Position Overview

The **Managing Director, Digital Strategy & Program Execution**, is responsible for leading the planning, governance, and execution of the organization's most critical strategic initiatives and digital transformation programs. This role serves as the operational engine behind enterprise strategy by translating leadership priorities into structured programs, managing cross-functional delivery, and ensuring initiatives are executed on time, on budget, and with measurable impact.

The Managing Director will oversee the full lifecycle of strategic initiatives including technology implementations, digital platforms, operational transformation projects, and enterprise process improvements. Using structured program management methodologies (PMP / PMO frameworks), this role establishes governance, manages dependencies, aligns stakeholders, and ensures disciplined execution across the organization.

This role works closely with executive leadership and department heads to drive organizational efficiency, digital innovation, and scalable operational growth.

Key Responsibilities

Strategic Initiative Execution

- Translate executive strategy into structured programs and implementation roadmaps.
- Lead enterprise-level initiatives including digital platforms, technology implementations, operational improvements, and strategic growth projects.
- Ensure alignment between strategic priorities and operational execution.
- Develop measurable milestones, success metrics, and performance tracking frameworks.

Program & Portfolio Management

- Establish and manage a formal Program Management Office (PMO) structure for strategic initiatives.
- Oversee a portfolio of cross-functional projects ensuring alignment, prioritization, and resource allocation.
- Develop standardized project governance including:
 - Project charters
 - Scope definition

- Risk management
- Resource planning
- Budget oversight
- Status reporting
- Implement structured methodologies consistent with PMP / enterprise program management best practices.

Digital Strategy & Technology Implementation

- Lead execution of digital transformation initiatives including enterprise platforms, CRM systems, automation initiatives, data systems, and integrated digital services.
- Partner with internal teams and external vendors to ensure technology initiatives are delivered effectively and integrated into operations.
- Identify opportunities to leverage technology to improve operational efficiency, data insights, and user experience.

Cross-Functional Leadership

- Coordinate across departments to drive collaboration and ensure initiatives progress efficiently.
- Serve as a central point of coordination for complex initiatives involving multiple stakeholders.
- Facilitate executive steering committees and strategic project review meetings.
- Ensure accountability for project deliverables across teams.

Operational Excellence & Process Optimization

- Identify opportunities to improve internal processes, workflows, and organizational efficiency.
- Implement scalable operational frameworks to support growth and new initiatives.
- Introduce automation and digital tools to streamline operations and reduce manual work.

Performance Monitoring & Reporting

- Develop executive dashboards and reporting frameworks to track program progress.
- Monitor KPIs, milestones, budgets, and performance indicators across strategic initiatives.
- Provide regular updates to executive leadership on project status, risks, and outcomes.

Qualifications

Required

- 15+ years of experience in program management, digital strategy, operations, or enterprise transformation
- Demonstrated success leading large-scale strategic initiatives or digital transformation programs
- Strong experience implementing structured program management frameworks (PMP, PMO, Agile, or hybrid models)
- Proven ability to lead cross-functional teams and manage complex stakeholder environments
- Experience managing multiple concurrent strategic initiatives

Preferred

- PMP certification or equivalent program management credential
- Experience overseeing enterprise technology implementations (CRM, digital platforms, data systems, automation tools)
- Experience establishing or managing a PMO or enterprise program portfolio
- Strong analytical, operational, and executive communication skills

Core Competencies

- Strategic execution
- Program governance
- Digital transformation
- Cross-functional leadership
- Organizational performance improvement
- Data-driven decision making
- Stakeholder management

Success in This Role

Success in this role will be defined by the ability to consistently deliver complex initiatives that advance the organization's strategic goals while improving operational efficiency and scalability.

The Managing Director will serve as the organization's central driver of execution, ensuring that major initiatives move from concept to successful implementation.