

POSITION DUTY STATEMENT

DOT PM-0924 (REV 01/2025)

CLASSIFICATION TITLE C.E.A.	OFFICE/BRANCH/SECTION Division of Data & Digital Services	
WORKING TITLE Head of Product	POSITION NUMBER 900-064-7500-XXX	REVISION DATE

As a valued member of the Caltrans team, you make it possible to improve lives and communities through transportation.

GENERAL STATEMENT:

Under the guidance of the Chief of the Data and Digital Services Division (DDS), the Head of Product establishes and leads Caltrans' enterprise Product, Product Marketing and Customer Success functions. This position is responsible for developing and implementing Product policy, governing the full product life-cycle, from discovery and prioritization through delivery, adoption, and continuous improvement, for customer-facing digital products and modal technologies, grant systems, data-enabled services that support Caltrans' role as a statewide transportation network manager and any other product assigned to DDS.

The incumbent will hire, train, and lead Product and Customer Success teams; establish product governance, standards, and performance measures; and maintain the authoritative DDS product road-map and backlog. Working in close partnership with Service Design, Data, and Mobility Standards Engineering, the Head of Product ensures that adopted policy, business strategy, and legislative direction are translated into coherent, scalable products that achieve measurable outcomes for local agencies and Californians using the transportation system.

This role focuses Caltrans on outcomes rather than compliance and project close-out, aligning investment decisions with customer readiness, adoption, and sustainability. By institutionalizing product management and customer success as core state capabilities, the Head of Product enables Caltrans to deliver transparent, equitable, and effective digital services and modal technologies that advance multi-modal mobility, climate, and equity goals.

CORE COMPETENCIES:

As a C.E.A., the incumbent is expected to become proficient in the following competencies as described below in order to successfully perform the essential functions of the job, while adhering to and promoting the Department's Mission, Vision, Values, Strategic Imperatives and Goals. Effective development of the identified Core Competencies fosters the advancement of the following Leadership Competencies: Change Commitment, Risk Appetite, Self-Development/Growth, Conflict Management, Relationship Building, Organizational Awareness, Communication, Strategic Perspective, and Results Driven.

- **Managing Change:** Demonstrating support for organizational changes needed to improve the department's effectiveness; supporting, initiating, sponsoring and implementing change. (Safety, Equity, Prosperity - Collaboration, Innovation, People First, Pride, Stewardship)
- **Decision Making:** Makes critical and timely decisions. Takes charge. Supports appropriate risk. Makes challenging and appropriate decisions. (Safety, Equity, Prosperity - Innovation, Integrity)
- **Ethics and Integrity:** Demonstrated concern to be perceived as responsible, reliable, and trustworthy. Respects the confidentiality of information or concern shared by others. Honest and forthright. Conforms to accepted standards of conduct. (Equity - Innovation, Integrity)
- **Problem-solving and Decision-making :** Identifies problems and uses logical analysis to find information, understand causes, and evaluate and select or recommend best possible courses of action. (Equity - Collaboration, Innovation, Integrity)
- **Relationship Building:** The ability to develop and maintain internal and external trust and professional relationships, which includes listening and understanding to build rapport. (Equity, Prosperity - Collaboration, Equity, Innovation, Integrity, People First)
- **Customer Focus:** Considers, prioritizes, and takes action on the needs of both internal and external customers. (Equity - Collaboration, People First, Stewardship)
- **Interpersonal Effectiveness :** Effectively and appropriately interacts and communicates with others to build positive, constructive, professional relationships. Tailors communication style based on the audience. Provides and is receptive to feedback. (Equity - Equity, Pride)
- **Perspective (Thinking Globally & X-function):** Broad view of issues, ability to pose future scenarios, and think globally. Stays current on changes and new developments in industry. Ability to look at and is open to different perspectives. (Equity, Prosperity - Collaboration, Innovation, Integrity, Stewardship)
- **Business Acumen:** Ability to perform essential functions of position with insight, acuteness, and intelligence in the applicable areas of commerce and/or industry. (Prosperity - Innovation, Integrity, Pride)

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TYPICAL DUTIES:

Percentage		Job Description
Essential (E)/Marginal (M) ¹		
50%	E	Define, implement, and govern statewide Product policy for Data and Digital Services, including product lifecycle management, prioritization, standards adoption, outcome measurement, and sunsetting. Hire, train, and lead Product Management and Customer Success teams. Establish and maintain a Product Center of Excellence, including a Caltrans Product Playbook, Product Academy, and formal Product Governance framework that sets decision rights, escalation paths, and accountability for customer-facing digital platforms, grant systems, and data-enabled services, including their decommissioning.
20%	E	In partnership with Data, Service Design, and Mobility Standards Engineering leadership, establish and govern the DDS intake and prioritization policy for all work proposed to or assigned to Data and Digital Services. Maintain and approve the authoritative DDS product roadmap and backlog, resolving cross-program priority conflicts and ensuring alignment with Caltrans mission, adopted policy, legislative direction, and funding constraints. Define and oversee the use of Objectives and Key Results (OKRs) to evaluate product performance and inform ongoing investment decisions across DDS.
20%	E	Define and govern Customer Relationship Management (CRM) policy, use cases, and operating model to organize Caltrans around its customers. In partnership with Information Technology, establish the functional requirements, workflows, and data standards for a Planning & Modal Programs wide CRM platform that supports Product and Customer Success objectives. Provide day-to-day supervision of the Customer Success and CRM functional teams, while collaborating with IT on system configuration, security, and operations. In close coordination with Service Design, prioritize CRM user stories to ensure the system supports consistent, equitable, and effective customer interactions across all Planning & Modal Programs.
5%	E	Represent DDS at conferences, workshops and other events centered on the digitization of government, product management or product strategy in government and transportation innovation and apply emerging best practices to Caltrans policy and programs.
5%	M	Participate in various special projects as required by the Chief of Data & Digital Services.

¹ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned.
MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.

SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS

The incumbent will function as a specialist but may have functional guidance over consultants or other employees. The incumbent will be required to lead and/or coordinate with employees at executive level to advance program goals.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

This position requires strong critical thinking skills and the ability to communicate extremely well in writing as well as verbally. Strong product management and product development lifecycle experience is necessary. Familiarity with user experience and user research tools.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

This is a customer-facing and management role. Careless or uncorrected mistakes could seriously jeopardize Caltrans' reputation with its customers, with the administration or with the Legislature. Further, this position will be acting as a builder and mentor of a new function and new team at Caltrans who will need support and guidance to succeed in digitization of the business.

PUBLIC AND INTERNAL CONTACTS

This position will interact with many departments across several divisions of Caltrans, as well as with Caltrans grantees, Metropolitan Planning Organizations and other regional government staff and management, as well as with sister state agencies involved in transportation and the digitization of government.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

This role requires sitting in front of a computer for long periods of time. It also involves participating in projects that will involve change management and the accompanying tension. Patience, confidence and empathy as well as the ability to make decisions are required.

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WORK ENVIRONMENT

The incumbent may be required to sit for many hours looking at a computer screen and using a computer or laptop keyboard. This position may be eligible for telework. The amount of telework is at the discretion of the Department and based on Caltrans current telework policy. While Caltrans supports telework, in-person attendance may be required based on operational needs. Employees are expected to be able to report to their worksite with minimal notification if an urgent need arises. The selected candidate may be required to conduct business travel on behalf of the Department or commute to the headquarterd location. Business travel reimbursements considers an employee's designated Headquarters location, primary residence, and may be subject to CalHR regulations or applicable bargaining unit contract provisions. All commute expenses to the headquarterd location will be the responsibility of the selected candidate.

I have read, understand and can perform the duties listed above. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

I agree that by providing my electronic signature for this form, I agree to conduct business transactions by electronic means and that my electronic signature is the legal binding equivalent to my handwritten signature. I hereby agree that my electronic signature represents my execution or authentication of this form, and my intent to be bound by it.

EMPLOYEE (Print)

EMPLOYEE (Signature)

DATE

I have discussed the duties with, and provided a copy of this duty statement to the employee named above.

SUPERVISOR (Print)

SUPERVISOR (Signature)

DATE