

The Institute of Corporate Directors (ICD) is seeking candidates for the following position:
Director, CRM Optimization & Digital Products

Term: Permanent, Full-Time

Location: Downtown Toronto, ON (Hybrid)

Salary Range: \$130,000K to \$150,000

ABOUT THE INSTITUTE OF CORPORATE DIRECTORS (ICD)

Established in 1981, the Institute of Corporate Directors (ICD) is a not-for-profit, member-based organization representing Canadian directors and boards across the for-profit and not-for-profit sectors, Crown corporations, and credit unions.

As Canada's largest director community, ICD provides exceptional networking opportunities, governance resources, and world-class education to more than 18,000 members through a network of 11 Chapters across Canada. Members who successfully complete the internationally recognized ICD-Rotman Director Education Program (DEP) and examination process earn the prestigious ICD.D designation.

ICD members provide board oversight across organizations and institutions that impact the lives of Canadians. Learn more at www.icd.ca.

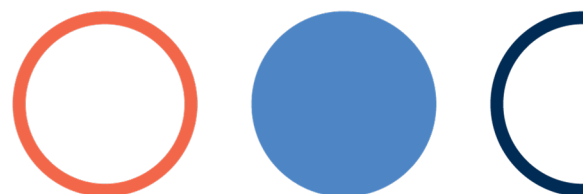
THE OPPORTUNITY

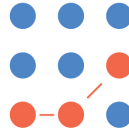
Reporting to the Chief Administrative Officer, you will serve as enterprise product owner for Microsoft Dynamics 365 Customer Engagement and the integrated technology portfolio supporting our website, membership, marketing, sales, education, events, Chapters, and other member-facing services.

You will set product direction, establish a clear roadmap, lead cross-functional prioritization, and guide initiatives from discovery through release, adoption, and benefits realization. You will also work closely with leaders in Data Strategy, Analytics & AI and IT Infrastructure & Security to translate enterprise standards into secure, sustainable, user-centred CRM and digital solutions.

WHAT YOU'LL LEAD

- **CRM and digital product strategy:** Own the multi-year roadmap for Dynamics 365 CE, relevant Power Platform capabilities, and connected member-facing platforms.
- **Business partnership and prioritization:** Translate strategic goals, user needs, and operational pain points into clear requirements, product backlogs, business cases, and investment recommendations.
- **End-to-end product delivery:** Lead discovery, design, build, testing, release readiness, adoption, and post-implementation review while tracking outcomes, ROI, and user value.





- **Member and employee experience:** Improve personalization, self-service, accessibility, automation, conversion, and consistency across the member journey and internal workflows.
- **Governance and operational excellence:** Establish transparent decision rights, intake and change controls, release practices, documentation standards, and continuous-improvement disciplines.
- **Transformation and adoption:** Partner with functional leaders to simplify processes, reduce manual work, and build CRM and digital-product capability across ICD.

ADDITIONAL AREAS OF IMPACT

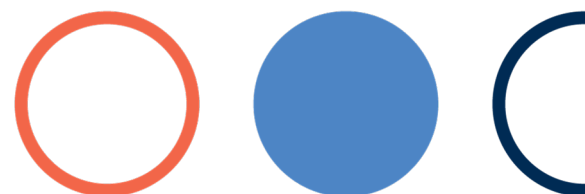
- Partner with Data Strategy, Analytics & AI to implement enterprise data-quality, consent, privacy, records-management, and responsible-AI standards within CRM and digital solutions.
- Identify and implement approved AI-enabled capabilities that improve member experience, marketing effectiveness, sales processes, and operational efficiency.
- Lead vendors and implementation partners, including statements of work, budgets, milestones, acceptance criteria, delivery quality, performance, risk, and escalation.
- Contribute to enterprise digital-transformation governance, integrated roadmaps, investment trade-offs, and benefits reporting.

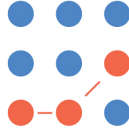
WHAT SUCCESS LOOKS LIKE

- Strong adoption and effective use of CRM and digital products across ICD.
- A clear, prioritized, and well-governed roadmap aligned with strategy and user needs.
- Measurable improvements in member experience, self-service, data quality, and operational efficiency.
- Predictable, high-quality releases delivered within agreed scope, timing, and budget.
- Demonstrated value and ROI from digital investments, with stronger vendor accountability and reduced reliance on manual workarounds.

WHAT YOU BRING

- A bachelor's degree in business, information systems, technology, or a related field; an equivalent combination of education and experience will be considered.
- 8–10+ years of progressive experience in enterprise CRM product ownership, digital product management, CRM leadership, or digital transformation.
- Deep practical experience with Microsoft Dynamics 365 Customer Engagement, plus strong familiarity with Power Platform and integrated digital solutions.
- A track record of translating business needs into roadmaps, requirements, backlogs, releases, adoption plans, and measurable outcomes.
- Experience leading cross-functional process transformation, organizational change, and complex enterprise initiatives.
- Knowledge of CRM data controls, consent and preference management, privacy-by-design, and implementing enterprise data and AI governance standards.
- Demonstrated vendor leadership, budget oversight, delivery governance, performance management, and risk escalation.





- Excellent executive communication, facilitation, stakeholder-management, commercial, and financial skills.

HOW YOU LEAD

- **Mission- and member-focused:** You connect technology decisions to meaningful organizational and service outcomes.
- **Strategic and pragmatic:** You balance long-term direction with disciplined execution and continuous improvement.
- **Collaborative and consultative:** You build trust across business and technical teams while maintaining clear product accountability.
- **Decisive and transparent:** You make thoughtful trade-offs, surface risks early, and hold partners accountable.
- **Curious and improvement-oriented:** You spot practical opportunities to create value through technology, automation, and AI.

WHY JOIN ICD?

At ICD, you will join a collaborative and high-performing team dedicated to strengthening corporate governance across Canada. You will have the opportunity to work with senior executives, board directors, and governance professionals while contributing directly to the growth of Canada's leading director organization.

HOW TO APPLY

To apply, please send a resume and a cover letter outlining your relevant experience to humanresources@icd.ca.

The ICD is committed to cultivating an inclusive, accessible environment, where each employee feels respected, valued, and supported. All qualified individuals may apply online. If you require disability-related accommodation to participate in our recruitment process, please note this in your application. We will be happy to work with you to meet your needs.

Thank you for your interest; however, only those selected for an interview will be contacted.

Please note that ICD currently operates on a hybrid model. Candidates will be asked to indicate their availability to work in the ICD downtown Toronto office.

