

## POSITION DESCRIPTION

This position description serves as the official classification document of record for this position. Please complete the information as accurately as you can as the position description is used to determine the proper classification of the position.

<b>2. Employee's Name (Last, First, M.I.)</b>	<b>8. Department/Agency</b> BUREAU OF STATE LOTTERY
<b>3. Employee Identification Number</b>	<b>9. Bureau (Institution, Board, or Commission)</b> Bureau of State Lottery
<b>4. Civil Service Position Code Description</b> State Division Administrator	<b>10. Division</b> Games & Marketing
<b>5. Working Title (What the agency calls the position)</b> Director of Product Development	<b>11. Section</b>
<b>6. Name and Position Code Description of Direct Supervisor</b> MILLER, AMANDA; STATE BUREAU ADMINISTRATOR	<b>12. Unit</b>
<b>7. Name and Position Code Description of Second Level Supervisor</b> FROEHLICH, JOSEPH T; SENIOR MANAGEMENT EXECUTIVE	<b>13. Work Location (City and Address)/Hours of Work</b> 101 E. Hillsdale., Lansing, MI / 7:45 am - 4:45 pm, Monday-Friday

<b>14. General Summary of Function/Purpose of Position</b> The Lottery Product Development Director leads the end-to-end strategy, development, and management of all lottery products, including Draw Games, Instant Games, Fast Cash Games, Pull Tabs, and iLottery games. This role is responsible for ensuring that all products align with market demand, comply with regulatory requirements, and contribute to revenue growth. By driving innovation and strategic planning, the director enhances the overall player experience and plays a critical role in maintaining player engagement, maximizing revenue, and advancing the Lottery's mission.
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**15. Please describe the assigned duties, percent of time spent performing each duty, and what is done to complete each duty.**

**List the duties from most important to least important. The total percentage of all duties performed must equal 100 percent.**

**Duty 1**

**General Summary:**

**Percentage: 50**

Lead strategy and roadmap for all lottery game portfolios, including Draw Games, Instant Games, Fast Cash Games, Pull Tabs and iLottery games.

**Individual tasks related to the duty:**

- Develop and maintain a 12–36-month product roadmap covering new game launches, refreshes, and retirements.
- Schedule product releases across the game categories to balance innovation and revenue continuity.
- Prioritize development initiatives based on expected ROI, resource availability, and market demand.
- Ensure the product portfolio is diversified and complementary.
- Analyze cannibalization risks and identify opportunities for cross-promotion or bundling.
- Present roadmap updates and strategic initiatives.
- Ensure roadmap complies with lottery regulations in all relevant jurisdictions.
- Define the short-term and long-term strategic vision for each game type (e.g., growth, modernization, new segments).
- Align product strategy with organizational goals and revenue targets.
- Prepare accurate revenue projections and cost estimates for new and existing lottery games

**Duty 2**

**General Summary:**

**Percentage: 30**

Oversee the development and ensure the successful implementation of e-Instants, retail Instant Games, Pull-Tab Games, Fast Cash Games, and Draw Games.

**Individual tasks related to the duty:**

- Direct the full lifecycle of retail lottery game products from concept to launch, including game design, development, testing, launch planning, and performance analysis.
- Lead the strategy for pricing, prize structures, payout percentages, and game features to maximize player appeal and revenue generation.
- Manage the development of annual product plans and multi-year game portfolios to align with broader organizational and sales objectives.
- Lead the selection, design, and specification process for retail lottery games, including determining price points and prize structures.
- Direct market research initiatives to explore and evaluate new game concepts.
- Ensure game specifications, launch timelines, and pricing strategies align with overall marketing and sales objectives.
- Develop and oversee contracts related to lottery games, including detailed specifications and pricing terms.
- Supervise and guide the creation and approval of game specifications, working papers, directives, procedures and official rules.
- Collaborate with legal and compliance to navigate approvals for new product types or formats.

**Duty 3**

**General Summary:**

**Percentage: 20**

Provide strategic leadership and direction to cross-functional teams involved in the planning, development, and execution of lottery products. Foster collaboration with other areas of Marketing and among internal departments—such Sales, Legal, Administration, Operations—as well as with external partners and vendors.

**Individual tasks related to the duty:**

- Set clear objectives, priorities, and timelines for product development teams.
- Facilitate regular team meetings to track progress, resolve issues, and ensure alignment across stakeholders.
- Mentor and develop team members to enhance skills and performance related to game development and product management.
- Champion a team culture of innovation, accountability, and continuous improvement.
- Serve as the primary point of contact for executive leadership regarding product development initiatives and team performance.
- Perform other duties as assigned.

**16. Describe the types of decisions made independently in this position and tell who or what is affected by those decisions.**

This position independently makes decisions regarding the development of the product roadmap and overall game portfolio plans. These decisions directly impact the performance of the Michigan Lottery, influencing annual sales totaling \$4.7 billion, prize payouts exceeding \$2.9 billion, and the Lottery's annual contribution to the School Aid Fund.

**17. Describe the types of decisions that require the supervisor's review.**

Decisions that have a Bureau-wide impact or are directly aligned with the Bureau's mission and strategic goals require supervisor review. These include decisions related to overall objectives, strategic initiatives, the development and approval of new games and concepts, policy changes, budget allocations, and vendor contracts.

**18. What kind of physical effort is used to perform this job? What environmental conditions in this position physically exposed to on the job? Indicate the amount of time and intensity of each activity and condition. Refer to instructions.**

Work is performed in a standard office environment with extensive use of computers. The role may involve occasional physical activity, including bending, stooping, and moderate lifting of items weighing less than 25 pounds. Occasional travel for Lottery business, including overnight stays, may be required.

19. List the names and position code descriptions of each classified employee whom this position immediately supervises or oversees on a full-time, on-going basis.

<u>NAME</u>	<u>CLASS TITLE</u>	<u>NAME</u>	<u>CLASS TITLE</u>
SANDS, LINDSAY	STATE ADMINISTRATIVE MANAGER-1 15	PATE, CHRISTOPHER	STATE ADMINISTRATIVE MANAGER-1 15

Additional Subordinates

20. This position's responsibilities for the above-listed employees includes the following (check as many as apply):

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Complete and sign service ratings. | <input checked="" type="checkbox"/> Assign work.                      |
| <input checked="" type="checkbox"/> Provide formal written counseling. | <input checked="" type="checkbox"/> Approve work.                     |
| <input checked="" type="checkbox"/> Approve leave requests.            | <input checked="" type="checkbox"/> Review work.                      |
| <input checked="" type="checkbox"/> Approve time and attendance.       | <input checked="" type="checkbox"/> Provide guidance on work methods. |
| <input checked="" type="checkbox"/> Orally reprimand.                  | <input checked="" type="checkbox"/> Train employees in the work.      |

22. Do you agree with the responses for items 1 through 20? If not, which items do you disagree with and why?

Yes

23. What are the essential functions of this position?

Ability to communicate effectively, both verbally and in writing, with vendors, staff, managers, and executive leadership. Proven ability to plan, develop, and implement both short- and long-term strategies. Skilled in translating strategic plans into actionable initiatives that drive sales and profitability. Capable of enforcing policies, providing clear instruction, and following organizational directives.

24. Indicate specifically how the position's duties and responsibilities have changed since the position was last reviewed.

New position.

25. What is the function of the work area and how does this position fit into that function?

This work area is responsible for leading the end-to-end development, planning, and management of all lottery products, including Draw Games, Instant Games, Fast Cash Games, Pull Tabs, and iLottery games. This position plays a key leadership role in driving product strategy, overseeing game development, and ensuring alignment with the Lottery's overall business objectives and revenue goals.

26. What are the minimum education and experience qualifications needed to perform the essential functions of this position.

**EDUCATION:**

Possession of a bachelor's degree in any major.

**EXPERIENCE:**

**State Division Administrator 17**

Two years of experience as a professional manager or program/staff specialist, or equivalent experience.

**Alternate Education and Experience**

**State Division Administrator 17**

Education level typically acquired through completion of high school and three years of safety and regulatory or law enforcement experience at the 14 level; or, two years of safety and regulatory or law enforcement experience at the 15 level, may be substituted for the education and experience requirements.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

Extensive knowledge of training and supervisory techniques.

Thorough knowledge of methods of planning, developing, and administering programs.

Thorough knowledge of fiscal planning and management.

Ability to instruct, direct, and evaluate employees.

Ability to communicate effectively.

**CERTIFICATES, LICENSES, REGISTRATIONS:**

N/A

**NOTE: Civil Service approval does not constitute agreement with or acceptance of the desired qualifications of this position.**

***I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.***

\_\_\_\_\_  
Supervisor

\_\_\_\_\_  
Date

**TO BE FILLED OUT BY APPOINTING AUTHORITY**

Indicate any exceptions or additions to the statements of employee or supervisors.

None

***I certify that the entries on these pages are accurate and complete.***

SONYA CARTER

6/23/2025

\_\_\_\_\_  
Appointing Authority

\_\_\_\_\_  
Date

***I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.***

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date