

Experimentation team job description template

For those looking to hire for experimentation roles

Position: Senior Experimentation Lead

- Department: Digital/Product/Analytics
- Reports to: Head of Digital/Chief Product Officer
- Location: Office/Hybrid/Remote

About the role

We're seeking an experienced Experimentation Lead to drive our testing program and foster a culture of experimentation across the organization. This role combines strategic thinking, analytical capabilities, and leadership skills to maximize the impact of our experimentation program.

Key Responsibilities

- Own and execute the experimentation roadmap, including KPIs, pipeline management, and stakeholder reviews.
- Lead test design, implementation, and analysis while maintaining statistical validity and best practices.
- Guide team members, foster collaboration, and champion experimentation across the organization.
- Develop and optimize testing processes to scale program capabilities and impact.
- Document and share learnings to drive continuous improvement and team growth.

Required Qualifications

- 5+ years in experimentation/optimization
- 3+ years leading experimentation programs
- Proven track record of successful A/B tests
- Experience with enterprise experimentation platforms (e.g., Optimizely, etc.)
- Strong statistical knowledge and analytics platform proficiency
- Understanding of web technologies
- Excellent communication and leadership abilities
- Strategic thinking and stakeholder management skills
- Project management experience

Nice to have

- Advanced degree in statistics, economics, or related field
- Experience with server-side testing
- Programming skills (JavaScript, Python, R)
- Public speaking experience
- Industry certifications

Success Metrics

After 30 days:

- Understanding of the current program state
- Relationships built with key stakeholders
- Initial assessment of opportunities completed

After 90 days:

- Testing roadmap developed
- Key processes documented/optimized
- The first set of experiments launched

After 180 days:

- The program shows a measurable impact
- Team effectively collaborating
- Culture of experimentation growing

Interview Questions Bank

Technical Knowledge

1. How do you determine appropriate sample sizes for tests?
2. Explain your approach to test prioritization
3. How do you handle multiple concurrent experiments?

Leadership & Strategy

1. How have you built a testing culture in previous roles?
2. Describe your approach to stakeholder management
3. How do you balance quick wins vs. strategic initiatives?

Problem-Solving

1. Describe a challenging test and how you handled it
2. How do you approach inconclusive test results?
3. Share an example of a failed test and learning