



## Principal - Human Factors & Research

Reports to: Capability Lead Human Sciences

Location: Boston, home-based. Access to shared office space in Boston available.

### Summary

To be an industry-recognised expert in a specialised area delivering outstanding work to customers across consumer, industrial and specifically healthcare and act as a key PDD brand ambassador helping to develop the business with the participation in select sales and marketing initiatives.

In combination with sector leads, to ensure PDD is up to date with ergonomics and Human Factors literature, relevant standards, guidance documents, and applicable legal and ethical frameworks. In addition, provide technical support and training so that appropriate PDD team members are aware of, and understand the implications as they apply to the promotion, quoting and delivery of PDD Human Factors Engineering (HFE) services.

This role is home-based on the US East Coast, with occasional travel to PDD studios and regular travel on customer projects.

Allocation of time:

Consulting - Project Management/Review	80 %
Business and service development	20 %

### Key Responsibilities & Accountabilities

#### Project management/review

- Project managing HFE programmes and project teams to deadlines and budget in a fast-paced consultancy environment
- Provide subject matter peer review of HFE proposals and project work
- Exercise strong commercial judgement throughout planning and delivery
- Delivering to client expectations in accordance with the PDD quality system
- Service key healthcare brand accounts as the main point of contact and relationship lead

#### Team development

- Motivate, mentor and inspire team members
- Develop the skills and capabilities of individual team members and the team as a whole

#### Capability development

- Contribute to the ongoing development of the HFE service in line with changing customer and regulatory demands
- Help to align capability development activities with sector planning to deliver new or enhanced consulting services that meet market needs
- Regularly communicate the capabilities available to promote higher awareness with other team members so business development activities and project delivery can be managed more effectively
- Promote user-focused innovation by developing and aligning HFE and research processes within the organisation (team procedures, methodologies, processes etc.) to ensure high-quality and consistent deliverables to clients whilst streamlining team activities to ensure efficiency

## Developing the business

- Identifying opportunity areas in the market with respect to geographies and sub-sectors of industry that have an urgent requirement for our services
- Supporting the planning of campaigns with the lead generation team and sector/capability leaders and creating campaign content in conjunction with the marketing team
- Networking within professional bodies, academia & interest groups to identify new leads
- Pursuing and qualifying leads, taking meetings and turning leads into successful proposal opportunities
- Taking briefs, planning, costing and closing them
- Building successful client relationships and developing key accounts
- Raising PDD's profile through the creation of thought-leading intelligence and active participation in its distribution through the publication of white papers, articles in newspapers and magazines, use of social media, public speaking engagements and panel discussions
- Conduct all business development activities as part of sector teams and agree on individual focus areas
- Work with the PDD Asian studios to enhance their understanding of HFE best practices to support the development of local and global projects

## Requirements

- Experience in human factors for the design and development of medical equipment, systems and services and demonstrated ability to understand and comply with applicable regulatory pathways for human factors in medical device development (including project management of said activities)
- Expert in moderating/facilitating usability evaluations and workshop activities
- Experience of:
  - developing required documentation to high technical standards
  - use-related risk management, including hazard identification, uFMEA and residual risk analysis
  - conducting preliminary analyses such as task analysis, heuristic analysis and expert reviews
  - designing and evaluating instructional materials, e.g. IFUs, QRGs and training videos
- Ability to prepare bids, proposals and work packages according to client requirements and PDD capabilities, with the intent to win work
- Proven business development capabilities, showing ability to build and maintain relationships with new and existing clients
- Excellent verbal and written communication skills with an ability to prepare high-quality technical documentation for presentation internally and to clients
- Ability to self-manage; maintaining flexibility and organisation to meet deadlines on multiple simultaneous projects
- Degree in Human Factors, Psychology, Usability Engineering or a related field (other degrees will be considered with relevant experience)

## PDD

PDD is a design and innovation consultancy creating physical and digital products and experiences that drive our client businesses and delight their customers and users. We have been winning awards and serving our long-standing clients since 1980.

With studios in London, Hong Kong, Shanghai and Boston, and working in 6 continents, our experienced managers and talented researchers, designers and engineers help companies in the healthcare, consumer and industrial - commercial sectors to grow their businesses through innovation.

We ensure that product and experience solutions are successful by ensuring they are appealing to customers, are feasible and viable for clients to make and are responsible given regulation, society and the environment. Such success creates our future- and it's this sustainable 'win-all-round' business model that excites us- we call it 'Meaningful Innovation'.

We are committed to a workplace environment that promotes diversity across all our studios and this applies to the talent we hire, the customers we work with and the people we interact with on our projects. We offer competitive pay, a range of excellent benefits and opportunities for international travel. Working with us also opens up new networking opportunities and a chance to engage with colleagues at social events.

To apply for this position, please email [careers@pddinnovation.com](mailto:careers@pddinnovation.com) with a cover letter and your CV.

We look forward to hearing from you.

PDD Talent Management