



## Director, Product Management

Product Development/Engineering/Manufacturing

Moncton, New Brunswick

### Objectives

Through collaborative teamwork with the Product Management team and business stakeholders, this role will define and communicate the product vision, ensuring it is aligned with company goals and effectively shared across all teams to foster alignment and motivation at all organizational levels.

- **Develop and Deliver Product Strategy** through prioritized short-term and long-term product roadmaps based on market trends, customer needs, business goals, and market opportunities, as well as prioritize development.
- **Align Product Strategy with Business Objectives** through collaboration with the product management team, executive leadership, customers, and business stakeholders to align product initiatives with revenue, growth, and operational targets, including defining and tracking key performance indicators for product success.
- **Customer and Market Focused**, including Customer-Centric Thinking and building a deep understanding of customer needs through research, interviews, and data analysis, including integrating customer feedback into product planning and development.
- **Monitor Market and Competitive Landscape** by staying informed on industry trends, competitor moves, emerging technologies, and formulating the data into a product competitive advantage.

### Principal Duties & Responsibilities

- **Product Strategy & Vision:** Develop in cooperation with the Product Management Team define and communicate a clear product vision and strategy aligned with company goals and customer needs
- **Product Management Process:** Lead the product development processes across all business functions, including a set cadence of product strategy development reviews, short-term and long-term roadmap priority reviews, active development project status updates in cooperation project management, performance KPI's reviews, and overall product successfulness.
- **Leadership & Team Development:** Build, mentor, and lead a high-performing team of product managers, while fostering a culture of innovation, ownership, and product management process excellence through strong People and Cultural values

- **Roadmap Ownership:** Own the product roadmap. Ensure initiatives are well-defined, prioritized, and delivered on time and within scope
- **Cross-Functional Collaboration:** Is cooperation with the product management team, partner with engineering, design, marketing, sales, and other required business functions to ensure alignment and smooth execution across the product lifecycle
- **Customer & Market Insights:** Is cooperation with the product management team, gather deep insights through customer interviews, data analysis, market research, and competitive intelligence, and formulate a plan to incorporate the findings into a competitive advantage
- **Performance Tracking:** Is cooperation with the product management team, define KPIs, measure product performance, and iterate products and/or services based on feedback and results
- **Stakeholder Communication:** Act as the product team's voice in leadership discussions. Communicate priorities, progress, and performance to key stakeholders.

### Qualifications

- 10+ years of product management experience leading and building and leading a high performance a product management team complete with “Text Book” product management process across all business functions.
- Extensive experience within the commercial and industrial HVAC Sensor market and/or commercial & industrial Gas Detection market would be considered a strong asset.
- Proven track record of building and scaling successful product management teams, including the delivery of products from concept to launch.
- Extensive experience harmonizing product development priorities across business units and regions guided by “Text Book” Product Management best practices.
- Reporting & analytics related to product in-life performance data (Revenue, COGS, Profit, Volume, others as needed).
- Data visualizations driving Product Development and Product in-life decision-making.
- Extensive experience with Product Life Cycle Management from idea to End of Life.
- Extensive experience with Product Data Management as it relates to Product Life Cycle Management using a PLM.
- Experienced or knowledgeable working with waterfall and Agile project management practices in cooperation with project management and development team.
- Experience working with remote teams and good communication and leadership skills.
- Bachelor's degree in Business, Engineering, Computer Science, or a related field; MBA or equivalent would be considered an asset.

At Greystone Energy Systems, we believe that diversity drives business success. We are dedicated to fostering an inclusive workplace that celebrates differences and promotes equity. We welcome applications from people of all races, ethnicities, genders, ages, religions, abilities, and sexual orientations. We strongly encourage applications from women, minorities, and individuals with disabilities.

**Join us in building a diverse and inclusive team!**

Only those who will be considered for the next step of the application process will be contacted.