Eigen Innovations

Director, Product

Eigen Innovations helps leading, global manufacturers realize massive savings and reduce waste from their processes through our industrial vision solution. Our dedicated team has not only built a truly scalable AI-enabled solution, we're actually taking industrial vision to the next level.

We are looking for our next Director, Product to be based in Fredericton, New Brunswick. This role will report directly to the Chief Revenue Officer.

As the Director, Product, you will be responsible for leading Eigen's overall product strategy and empowering the collective team to build world-class IoT products that accelerate the adoption of our AI-enabled technology.

You will serve as the internal and external evangelist for Eigen's product(s), aligning product requirements with market demands. You will work closely with Eigen's Marketing, and customer-facing teams to develop and implement a company-wide go-to-market plan and then clearly articulate and work with Engineering & Delivery teams to execute product developments and enhancements.

You will be our resident expert in understanding what's happening with emerging technologies in our target market and how it impacts Eigen's product strategy. You will also serve as the voice of the customer informing what features and products Eigen should develop and invest in.

The ideal candidate will possess the following skills and experience:

- Brings relevant industry experience and knowledge of the IIoT and/or manufacturing space
- Has both business and technical savvy that includes a big-picture vision and the drive to make that vision a reality
- Enjoys spending time with customers to understand market problems and, most importantly, finding innovative solutions that solve real problems
- Is adept at working remotely and autonomously and a high comfort level using online collaboration tools
- Is an effective communicator across various internal and external stakeholders with exceptional EQ

www.eigen.io

Responsibilities

- Manage the entire product line life cycle from sunsetting legacy features/products to prototyping and testing new features/products and ideas
- Specify market requirements for current and future products by validating target markets through customer interviews and market research
- Create user stories for current and future products based on the market's problems.
- Work closely with Marketing to:
- Define the go-to-market strategy, product positioning, key benefits, and target customers
- Schedule product releases that align with planned marketing activities
- Generate high quality sales aids such as product guides, press releases and web content that meet conversion and retention targets
- Conduct ongoing competitive analysis to inform ongoing product features and pricing
- Drive buy-build-partner analysis, and where necessary, review potential partner relationships for the product
- Be relentless about building consensus and alignment of Eigen's short-term and long-term product objectives across all Eigen stakeholders
- Manage Eigen's ongoing product roadmap, prioritizing features and coordinating schedules with design and engineering team members, enabling the delivery and engineering team to execute with velocity
- Know why we are winning and losing in the market at all times

Qualifications

- 3-5 years of technology marketing, product management or experience in tech
- Excellent people, management and communications skills
- You must be curious and comfortable holding professional conversations with target buyers and users and be a strong writer/speaker. You will also be interacting with all areas of the company
- Comfortable using collaboration and CRM tools such as Slack, JIRA, Aha and Salesforce
- Strong analytical and synthesis skills are a must, including the ability to absorb and process large amounts of data into actionable information
- Proven track record of using qualitative and quantitative data to prioritize and drive decision-making

If you meet the above qualifications and are looking to contribute within a high performance team, contact us at [careers@eigen.io.](mailto:careers@eigen.io)