

Driven by a love of plants, Pure Sunfarms is one of Canada's largest, single-site, licensed producers of high-quality, greenhouse-grown cannabis based in BC's Fraser Valley (Delta). We are proud to bring together individuals from a wide breadth of industries, backgrounds, and experiences, and promote a culture of belonging where everyone can truly be themselves – in every form of expression that is natural to them. This is our priority and guiding light at Pure Sunfarms, driving our uncompromising approach to quality and success within the Canadian recreational cannabis market. We believe our differences are our strengths, letting us look at cannabis in a whole new light.

## ESSENTIAL FUNCTIONS

As part of Brand & Commercial team at Pure Sunfarms, this position will be responsible for developing a consumer-focused product/package innovation pipeline. In collaboration with cross-functional teams, lead the planning, development and commercialization of new products, including new formats and entry into new categories.

- Develop a strong understanding of the industry, brands and products to validate consumer insights that translate into white space opportunities
- Lead ideation, concept development and feasibility analysis to prioritize and champion new product opportunities
- Lead and develop 1-2 year product strategy and pipeline that aligns with the brand vision and company goals
- Work cross-functionally with Operations, QA, Compliance and R&D to understand feasibility of product concepts and strategy
- Collaborate with Finance and Commercial to analyze viability of opportunities through pricing and P&L analysis
- Ensure high levels of stakeholder engagement and communication is maintained throughout the product launch process
- Work cross-functional with teams to deliver product concepts from ideation to commercialization and launch through a stage-gate process
- Own and lead the innovation plan through product management process and continually improving process to drive efficiencies
- Manage team outcomes as they pertain to achieving innovation milestones and timelines
- Identify, mitigate and solve and potential roadblocks for commercialization
- Manage and communicate changing priorities to ensure projects reach completion by expected deliverable dates
- Build a team culture of innovation and accountability
- Works with Operations to identify and vet external partners, where required to assist with product development and commercialization
- Collaborate with co-manufacturers to manage project timelines and deliverables

## **OTHER DUTIES**

We work in a fast pace environment, rolling up our sleeves to build something bigger than ourselves. Other duties may arise from time to time/most of the time and as a team, we look to support each other.

## **YOUR BRAND, YOUR STORY**

We already know you love working on branding and product, but we want to know more about your strengths. You're good at the following:

- 5+ years of experience in project management role, brand management or product development
- Strong strategic brand management skills with a passion for leveraging consumer trends and insights into product innovation from concept to positioning
- Strong entrepreneurial mindset and self-motivated to deliver and adapt in a dynamic environment
- Proven ability to effectively lead cross-functional teams through complex projects
- Financial acumen to develop viable business cases, including P&L analysis, forecasting, pricing and category analysis
- Ability to clearly and concisely communicate complex information to a variety of stakeholders
- Experience in consumer packaged goods or pharmaceuticals an asset
- Familiarity with Health Canada Regulations and or Good Manufacturing Principles an asset
- Experience working in a start-up environment an asset
- Must have the ability to obtain and pass a RCMP Criminal Record Check and maintain security clearance.

At Pure Sunfarms, we are growing our team with the same care we devote to growing our plants. We're proud of the diverse and inclusive culture that we've built, and are excited to learn more about your experiences and how you can contribute to Pure Sunfarms and the cannabis industry.