



Product Innovation Manager Job Profile

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 and executing a consumer-focused product and packaging innovation pipeline. In collaboration with cross-functional teams, lead the planning, development, project management and commercialization of new products, including new formats and entry into new categories.

- Develop a strong understanding of trends, the industry, brands, and products to uncover consumer insights that translate into white space opportunities,
- As needed, conduct qualitative and quantitative research initiatives to validate insights
- Lead and develop 1-2 year product strategy and pipeline that aligns with the brand vision and company goals
- Work cross-functional with teams to deliver product concepts from ideation to commercialization and launch through a gate process
- Lead ideation, concept development, feasibility and viability analysis to prioritize and champion new product opportunities
- Engage with cross-functional teams including Operations, Quality Assurance, Compliance and R&D to launch new products in a highly regulated industry
- 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
- Own and lead the execution of 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 and R&D to identify and vet external partners, where required to assist with product development and commercialization, including but not limited to packaging and hardware suppliers
- Collaborate with co-manufacturers to manage project timelines and deliverables as required

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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:

- Bachelor of Business Administration/Commerce; Marketing; or MBA preferred
- 5+ years of experience in product innovation and development
- Strong strategic thinker with a passion for leveraging consumer trends and insights into brand-lead product innovation from concept development to positioning
- Ability to move from strategic thinking to execution and commercialization seamlessly
- Strong entrepreneurial mindset and self-motivated to deliver and adapt in a dynamic and fast-paced environment
- Exceptional attention to detail and ability to find solutions for complex issues
- Strong prioritization skills and is able to manage multiple projects at any given time and at various stages of development
- Proven ability to clearly and concisely communicate complex information to a variety of stakeholders and effectively lead cross-functional teams through multiple projects
- Strong financial acumen to develop viable business cases, including P&L analysis, forecasting, pricing and category analysis
- Experience in CPG, pharmaceuticals or other regulated industry is an asset
- Familiarity with Health Canada Cannabis Regulations and CFIA is 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.

Please send your resume directly to careers@puresunfarms.com