

## Top Choice Organics – Product Development Manager

*Garberville, California*

A legal cannabis company located near Garberville, CA, is seeking an experienced **Product Development Manager** to join its team of cannabis growing professionals in the mountains of Northern California!

The **Product Development Manager** position will assist in the development of innovative top choice medicinal marijuana products on our 300+ acre farm. The **Product Development Manager** will bring new ideas, possess a strong work ethic, and propel the farm and its products forward in 2019.

### **Duties:**

- Develop multi-year product roadmaps for assigned categories.
- Lead SKU reduction efforts and support cost reduction activities.
- Actively participate and conduct market analysis, monitoring market, industry, customer and competitive trends and use them to provide clear direction for design, product development, and marketing activities.
- Manage overall strength of assigned product lines and drive strategic development and commercialization for new products that are relevant to customers and differentiated from competitors.
- Frame key strategic issues that impact product lines and make strategic choices that will provide a competitive advantage.
- Work cross-functionally with Sourcing, Sales, Quality and other key functional areas to develop and implement product line strategies to generate growth and deliver new products on time, on budget, and that meet quality expectations
- Coordinate and support rollout programs for marketing introduction of new products and discontinuation of existing products that no longer satisfy the overall strategy.
- Stay abreast of new technologies and opportunities to innovate - within and outside our industry.
- Establish list pricing for new and core products, with Sales, to optimize revenue impact and market share, while keeping margins within acceptable levels and maintaining discount integrity.
- Proactively engage peers within the channels we serve to stay abreast of changes in the industry.

### **Qualifications:**

- 3-5 years of experience in product or category management for a commercial products company.
- Preferred experience in the cannabis industry.
- Strong knowledge and previous work experience in developing new, innovative products with identifiable success and a passion for commercial product marketing.
- Demonstrated ability to effectively lead, interact and collaborate in a team environment.
- Strong communication, presentation, computer and analytical skills and the ability to create and articulate a vision.
- Must successfully pass an extensive background check.
- Willingness to pursue continued education in the cannabis industry.
- Over 21 years of age.

If interested, send an email with your resume to [jobs@topchoiceorganics.com](mailto:jobs@topchoiceorganics.com) and we will respond promptly!