PRODUCT STRATEGY MANAGER

EXACT builds game-changing technology for the concrete industry. We work with large constructors and precasters who are creating the roads, bridges, tunnels, and buildings of the future. Our mission is to make one of the biggest industries on earth more efficient, sustainable, and safe.

We have grown exponentially since our inception, fueled by deep industry knowledge and innovative technology. As we continue to scale, we are hiring someone to own our product strategy and roadmap, identify our next growth opportunities, and drive new products from concept to market.

Reporting to the CEO, you will own EXACT's product strategy and roadmap, identifying our next growth opportunities and driving new products and major features from concept to market. You'll combine customer insight, commercial judgment and technical understanding to decide what we should build and when it needs to launch.

Working closely with engineering, sales and marketing, you'll turn those decisions into achievable plans and measurable business results.

In this role you will be tasked to:

- Meet regularly with customers, on site and on calls, to uncover problems, validate demand and spot opportunities across the market.
- Assess market size, customer economics, competing products and pricing, and changes to industry specifications and codes.
- Build and present business cases to the executive team, covering revenue potential, development costs, margins and risks.
- Own the product roadmap, setting priorities and target launch dates with input from the executive team, engineering, sales and marketing.
- Translate customer needs into clear product requirements. Work with engineering to establish development timelines and resolve trade-offs between scope, resources and launch timing.
- Drive launch planning with sales and marketing, including positioning, pricing and sales enablement.
- Track adoption, customer feedback and commercial performance after launch, using the results to guide product improvements and future investment.
- Other responsibilities as needed.

To be successful in this position, you have:

- Bachelor's degree in engineering, business or a related field, or an equivalent combination of education and relevant experience.
- Civil, materials or mechanical engineering backgrounds and/or an MBA are an asset .
- Minimum of 7+ years of progressive experience in product strategy, product management, corporate strategy or business development within a technical B2B business.
- Proven, hands-on experience taking products from customer discovery through development and launch, including products that combine hardware and software.
- Experience launching IoT or SaaS products is an asset, and preferred.
- Ability to learn a technical industry quickly and earn credibility with customers and engineers.
- Experience in concrete or construction including precast, ready-mix, admixtures, testing or general contracting is an asset.
- Strong quantitative skills. You build models, size markets and can defend your numbers.

- Clear writing and confident communication with customers, engineers, executives and other decision makers.
- Ability to make decisions, align teams and drive execution across departments.
- Willingness to travel to customer sites and plants (about 20%).
- Strong organizational skills and attention to detail.

Why work at EXACT?

- Direct access to the CEO and an experienced executive team, You will have meaningful ownership of product direction and work collaboratively with various departments.
- A small, senior team where decisions move quickly and your work has a visible impact.
- We are a team of 50+ technical superstars and are welcoming to others who share our passion.
- Our culture is open, honest and inclusive.
- We're solving serious problems and having fun doing it.
- We're reducing the carbon footprint in a historically heavy carbon footprint industry.
- Our work has purpose. We're changing the face of concrete construction.

Compensation

- Base Salary: Competitive and commensurate with experience
- Extended Health and Dental Benefits, bonus plan eligibility

This role will be based in our head office located in downtown Toronto, Canada. EXACT also has team members in California, Florida, Illinois, Nevada, Texas, Alberta and Quebec.

https://exacttechnology.com

To apply for this role

If you're excited about what you see, please send a confidential email to our Talent team at hr@exacttechnology.com.

EXACT is committed to creating an inclusive environment where all team members and clients feel like they belong. We seek applicants with a wide range of abilities and we provide an accessible candidate experience. If you need accommodation let us know.
