

## Position: Director of Product (B2C)

### About Planswell

Planswell uses patent-pending technology to create the most intelligent financial plans in the world, absolutely free. We enable people from all walks of life to align their investments, insurance and borrowing with their personal goals. To date, we have built over 90,000 financial plans for Canadians across the country and has raised over \$13.8 million in funding. Most recently, Planswell was named one of LinkedIn's Top Canadian Startups.

We are looking for a Director of Product to join us on our mission! This is an executive-level position that is responsible for building revolutionary web and mobile products. The successful candidate will serve the lead role in maintaining the complete product lifecycle to ensure success in timely release of high quality products.

### What You'll Do:

- **Own the roadmap:** You will assume product ownership and manage the product life cycle from strategic roadmap planning to tactical release activities. You will define product requirements using various inputs including external sources such as customers, market trends, industry standards and competitive intelligence.
- **Manage stakeholder expectations:** You will serve as the internal and external product evangelist, working with sales, development, partners and key customers to develop positioning and increase market success.
  - You will be responsible for ensuring a world-class user experience, and will work closely with customers to obtain feedback and understand their evolving personal needs.
  - You will work with the marketing team to assist with product positioning, messaging, website content and programs.
- **Lead and mentor:** You will manage a strong product and design team, and partner with the Head of Development to oversee the development team. You will build strong relationships with your reports and direct their output.

### Who You Are:

- **You have a track record of success** in a product management role with a focus on B2C products, with a desire to become a product expert. You have experience managing and growing software and mobile products.
- **You are an influential leader;** you are able to take raw visions of the CEO and COO, and build them into an actionable vision. You are a people-first leader, focused on creating a team-first, growth-oriented organization.
- **You are customer-focused;** a deep passion for customer experience and improving lives through technology is at the center of your work.
- **You have an analytical mind;** you're data-driven with strong business judgment, you're able to pull data and analyze key insights, then convey them in an engaging way to your audience.



- **You are a person of integrity;** trust, sincerity and ethical decision-making are at the core of who we are. This is important to you and you model these values in your interactions with teammates, customers and stakeholders.

**Why Planswell:**

This is your opportunity to join an early-stage fintech startup, and work with a dedicated team of 50+ smart collaborators in our beautiful office in Downtown Toronto. We offer a competitive salary with stock options, access to group health and dental benefits, flex hours and catered lunch twice a week. We anticipate rapid growth over the coming years, which will allow you to scale and grow with us!

To apply, please send your resumé to [careers@planswell.com](mailto:careers@planswell.com) with subject line “**Director of Product - {YOUR NAME}**”.