

Job Title:	Director of Product	Approved:	06/22/26
Job Classification:	Salary	FLSA Status:	Exempt
Department:	Product Management	Reports To:	CEO
Location:	Vista, CA		

The Role

The Director of Product is responsible for managing the entire lifecycle of products - from ideation to development to commercialization and sunseting. Collaborate with cross-functional teams, including marketing, sales, engineering, design, and manufacturing, to ensure that products meet market needs and are delivered on time and within budget. Also work closely with leadership, including CEO, to make progress and build a product first culture in the company.

Essential Duties and Responsibilities

- **Product strategy:** Define and own the company's product strategy — not just execution of a roadmap someone else sets. Answer the harder questions: which products and segments deserve investment, where should Flux Power play versus not play, and what does the business case look like behind each major bet (e.g., modularity, new platform decisions). This is a strategic ownership role, not a project management role
- **Voice of Customer:** Coordinate with Marketing and Sales to establish a robust VoC program, ensuring customer input is captured and considered throughout the product development process
- **Market research:** Analyze customer needs, market trends, and competitive landscape to inform new product development priorities
- **Product roadmap:** Collaborate with cross-functional teams to define, manage, and communicate product roadmaps, requirements, and specifications — tracking progress via regular business reviews and structured updates
- **Go-to-market collaboration:** Partner with Marketing to develop compelling messaging and positioning for new products and solutions
- **Engineering handoff:** Deliver clear product specifications and procedures to the engineering team and present commercialization updates to Sales
- **Performance and feedback:** Monitor product performance metrics and gather customer feedback to drive continuous improvement across the product line
- **Cross-functional leadership:** Lead cross-functional teams through the full product development lifecycle, from concept through launch
- **Team assessment:** Upon arrival, assess the team you inherit — determine what's working, identify gaps, and build a plan to optimize the function. This includes making structural decisions and developing the people you inherit
- **Quality ownership:** Own product quality outcomes end-to-end, including QA processes, ISO certification, and documentation control. Work closely with Engineering so quality feedback from the field continuously informs new product development, rather than being treated as a downstream checkpoint
- **Innovation & expansion opportunities:** Evaluate next-generation technology and adjacent market opportunities (e.g., new battery chemistries, AI-driven product features, adjacent verticals such as

AMR/AGV) and bring a point of view on where Flux Power should be exploring expansion versus staying focused

- **Market & competitive intelligence:** Build and maintain relationships across the industry to track competitor moves, emerging technologies, and market shifts. Bring forward-looking intelligence into product and roadmap decisions — this requires being genuinely plugged into the industry through trade shows, networks, and direct relationships, not just secondary research
- **Support monetization:** Evaluate the opportunity to package support and service into tiered offerings as a revenue driver rather than a pure cost center — a significant near-term opportunity given current investment in white-glove support that is not currently monetized

Required Education and Skills

- A bachelor's degree in engineering or a related field.
- 5+ years' experience in product development and management, product support, quality or operations for a physical/hardware product.
- Demonstrated experience managing cross-functional teams of 10–20 people
- Strong working knowledge of quality systems, ISO processes, or product lifecycle management
- Ability to operate as a player-coach — you set the strategy and you do the work
- Comfort with ambiguity and experience building or rebuilding a function
- Demonstrated product strategy experience — not just roadmap execution. Ability to speak to decisions made about where a company should invest, expand, or pull back, and the business case behind those calls
- Excellent communication skills — ability to interface with engineering, sales, and the CEO regularly
- Hunger and ownership mentality — this is not a maintenance role
- Managerial courage — comfortable saying no, pushing back on senior stakeholders, and prioritizing with discipline in a resource-constrained environment. This role carries significant responsibility with limited formal authority and depends on earned trust and influence, not positional power

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.