

Job Title:	Sr. Director/VP Product	Approved:	9/10/26
Job Classification:	Salary	FLSA Status:	Exempt
Department:	Product	Reports To:	CEO
Location:	On-Site: Vista, CA		

About Flux Power

Flux Power Holdings, Inc. (NASDAQ: FLUX) is an energy storage company headquartered in Vista, California. Founded in 2009 with a focus on designing and manufacturing lithium battery packs, Flux Power serves customers across material handling, industrial, and commercial markets. With 30,000+ battery packs deployed across North America and a track record of saving more than 10,000 gallons of CO₂ emissions, the company is in the fourth inning of a significant operational and leadership transformation under a new CEO.

This is a company in active growth mode. The leadership team is being strengthened with the right people who can get results, roll up their sleeves, and grow into executive roles as the company scales. This isn't a bureaucratic environment — it's a canvas for someone who's been ready to own a function and prove what they can do.

The Opportunity

Flux Power is creating a new Director / Senior Director of Product role as part of its next phase of growth. This person will own the company's product support, product quality, and product management functions, reporting directly to the CEO.

This is a build role requiring a true product leader — someone with active, recent product management ownership who is customer-obsessed, deeply commercial, and ready to be the face of Flux Power in strategic customer meetings. Title is open — Director through VP — based on experience and fit.

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

Essential Duties and Responsibilities (con't)

- **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

Must Haves

- Active, recent product management experience — a product management title or clear product ownership within the last 3 years is required. Product management done 10-15 years ago followed by marketing, engineering, or other roles does not qualify. This is non-negotiable.
- Strong executive presence and customer-facing communication skills — this person will represent Flux Power in strategic meetings with prospects and customers. If the team cannot picture you presenting to a stranger in two months, you are not the right fit
- 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
- Visible roadmap ownership — your profile and experience should clearly show you have defined, prioritized, and communicated a product roadmap. Generic product titles without roadmap accountability are not sufficient
- Demonstrated product strategy experience — not just roadmap execution. You should be able to speak to decisions you've made about where a company should invest, expand, or pull back, and the business case behind those calls

Must Haves (con't)

- Excellent communication skills — you will interface with engineering, sales, and the CEO regularly
- Demonstrated competitive analysis and market research — your experience should include tracking competitor products, synthesizing customer and market data, and translating that intelligence into product decisions
- 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

Strong Preference

- Hardware product background required — batteries, energy storage, automotive, aerospace, chips/semiconductors, networking hardware, or similar physical products. San Diego's chip and defense hardware ecosystem is a strong source of adjacent candidates. Software or SaaS product backgrounds will not be considered regardless of other qualifications
- Experience at a company that has gone through a growth phase or turnaround
- Exposure to customer-facing support operations at scale
- Familiarity with product management frameworks (roadmapping, voice of customer, requirements definition)

Nice to Have

- Industrial engineering background or technical degree — industrial engineers have historically excelled in similar roles
- Experience in a NASDAQ-listed or public company environment
- Direct experience in batteries, forklifts, or material handling equipment — candidates from adjacent or competitor companies in this space are of particular interest