

Love Food Hate Waste. Come make a difference at FoodMesh

Title: Senior Product Manager

Type: Contract. Full time or Fractional

Location: Hybrid - Vancouver Office + Remote

Compensation: Base FTE Salary - \$145K + bonus + stock options + health benefits

Application Deadline: Open until filled

Overview:

Are you seeking meaningful work with a growth driven company on a mission to combat food waste reduction?

We are seeking an entrepreneurial, technical, and hands-on **Product Lead** to build, ship, and scale our core digital platform.

You will serve as both the product strategist and the operational delivery lead—responsible for translating business vision into technical requirements, sourcing external talent or agency partners, defining the architecture, and managing day-to-day execution.

If you thrive in zero-to-one environments, know how to recruit or direct top-tier technical talent, and love driving products from concept to revenue, this role is for you.

Key Responsibilities

1. Product Strategy & Roadmap Ownership

- **Define Product Vision:** Work directly with executive leadership to turn commercial growth goals into a clear, prioritized product roadmap.
- **Customer & Market Discovery:** Conduct user research, define core user personas, and map out end-to-end user journeys to ensure feature releases solve real friction points.
- **Product-Led Growth (PLG):** Design onboarding, subscription gates, and user workflows optimized for activation, conversion, and retention.

2. Technical Architecture & Team Sourcing

- **Resource Sourcing & Selection:** Evaluate, negotiate with, and onboard external technical resources (e.g., contract developers, fractional system architects, UI/UX designers, or specialized dev agencies).
- **Build vs. Buy Decisions:** Determine the optimal technology stack, open-source frameworks, and third-party SaaS integrations (APIs, auth, payment, analytics) to maximize velocity while minimizing technical debt.
- **Architectural Oversight:** Work alongside external technical leads to define scalable database structures, API frameworks, and cloud infrastructure.

3. Hands-On Execution & Project Management

- **Sprint & Backlog Management:** Act as the Scrum Master/Project Lead—building functional spec documents, running sprint planning, writing detailed user stories, and managing QA testing.
- **Vendor & Contractor Management:** Hold external engineering agencies and individual contractors accountable to delivery timelines, code quality, and budget constraints.
- **Release Management:** Oversee deployment pipelines, ensuring smooth software releases with minimal downtime and robust data security compliance.

4. Product Analytics & Growth Iteration

- **Funnel Tracking:** Implement modern product analytics tools (e.g., PostHog, Mixpanel, Amplitude) to track conversion funnels and user engagement.
- **Data-Driven Iteration:** Establish rapid A/B testing loops to continuously optimize features based on actual user behavior.

Qualifications & Background

- **5+ Years of Product Leadership:** Proven track record of managing and shipping digital platforms, SaaS products, or complex web applications.
- **Zero-to-One Experience:** Demonstrated experience building a product from scratch or leading major rebuilds without inherited legacy teams.
- **Talent Sourcing Expertise:** Proven track record of recruiting, vetting, and managing contract engineers, offshore teams, UI/UX designers, or dev agencies.
- **Strong Technical Literacy:** Ability to read and critique API documentation, review system architecture proposals, and hold technical debates with senior engineers.
- **Agile Mastery:** Expert user of Jira, Linear, Notion, or Figma for wireframing, sprint tracking, and documentation.

