



Flexiti Financial

Flexiti has reimagined point-of-sale (POS) consumer financing to drive sales for retailers in-store and online, becoming one of Canada's leading private label credit card issuers. Through our award-winning platform, we deliver a POS financing experience across any device that is customer-centric, simple and intuitive. Without the need to integrate into existing POS systems, retail partners can easily offer the same fast and paperless financing solution across all retail locations and sales channels to increase revenue and build loyalty through repeat purchases. For more information, visit www.flexiti.com.

Director, Product Management

Flexiti Financial is looking for a Director, Product Management to join its Product Management team. As the Director of Product Management, you will be responsible for the launch, the expansion and the profitability of new POS-Financing / Credit Products for Flexiti. In this role, you will be accountable for defining program structure(s) and portfolio economics including outlining the key features and benefits and the program's main value proposition. As a Director, you will be responsible for acting as the business lead that will direct cross functional teams to help define new product requirements including integration with partners / legal to ensure adherence to regulatory and governance frameworks. As a member of Flexiti's ELT, you will consult with individual business units, establish project priorities and capacity planning to anticipate internal / external challenges and recommend process, product or service improvements.

Responsibilities

- Identify, design, and develop 'new' Flexiti products that will drive portfolio growth and profitability. Develop the overall strategy and define the target audience that will maximize spend / revenue from new or existing customer segments. Lead product strategies from ideation through execution and program roll-out.
- Lead and develop Flexiti's go-to-market product strategy for 'new' POS-Financing solutions; Meet and exceed aggressive acquisition targets and manage the financial performance and product-line profitability.
- Responsible for developing and owning the main product roadmaps to achieve successful and timely delivery of product launches.
- Build compelling cases for tailoring product concepts to Flexiti's unique needs including competitive factors, market demand, risk management, program economics, strategic fit and operational complexity.
- Partner with internal teams across Flexiti and external parties including merchants to build and manage innovative solutions that will differentiate Flexiti's program.
- Keep up-to-date on market consumer credit practices, the general economic conditions and lending trends that may affect Flexiti's credit portfolio; Provide timely feedback and recommendations on this information.
- Lead cross-functional teams (including IT, Operations, Sales, and Risk) to quickly pilot product features. Monitor performance and feedback to drive iterative enhancements and successfully move from pilot to roll-out.



- Conduct market, customer, and competitor analysis to identify opportunities to improve our core offerings or introduce new concepts. Manage effective customer communication and improve organizational responsiveness to customer requirements.

Qualifications

- At least 10+ years experience in a combination of credit cards, product management, product marketing and / or consulting roles.
- Demonstrated success achieving growth and rolling out new products in a start-up / less structured environment.
- Ambitious and resourceful; results oriented; highly innovative. Focused on business value creation through continuous improvement and innovation.
- Highly analytical, data-driven mindset; holds self and others accountable with measurable ROI-oriented KPIs.
- Straightforward, collaborative, and non-political personality and leadership style, with strong influence, facilitation, and problem solving skills.
- Effective executor; pivots well from ideation to rapid-cycle implementation. Thrives in a less structured environment that values speed-to-market over perfection.
- Energetic and positive executive that exemplifies professional maturity at all times.
- Results oriented, focused on bottom line and comprehensive value creation.

What We Offer

Below are just a few reasons why people love working here:

- An opportunity to be a part of an award winning and fast growing company
- An innovative culture that promotes autonomy and flexibility
- A dynamic team and working environment that provides ongoing support
- Competitive compensation package commensurate to experience