

DIRECTOR PRODUCT STRATEGY & INNOVATION

At Maiden Home, we're growing our team of mission-driven, customer-obsessed design lovers here in NYC. If you're excited to be a part of a revolution of furniture retail—and game to join one of the fastest-growing brands in the industry—we'd love to hear from you.

As our Director of Product Strategy & Innovation, you will own the product roadmap for Maiden Home. In this role, you will be the commercial backbone of the product development process, and you will work closely with your cross functional partners to develop a roadmap using customer insights, market data, and understanding of the Maiden Home brand to bring new products and categories to life.

As a key member of the product leadership team, you should have a deep product sense and an entrepreneurial mindset with the ability to set the strategy for a new product and category opportunities and collaborate cross functionally to launch new collections. You should be deeply analytic and keen to understand our customers, our brand and the competitive landscape, and excellent at communicating complex topics to a variety of audiences. You will work cross-functionally with Brand Marketing, Creative, Sales, and Operations to bring product to life.

This is a unique opportunity to join a fast-growing retail brand at a critical stage, offering huge potential for future growth. When you join the team, you'll enter a workspace that encourages innovation, creative expression, and teamwork. The possibilities are endless, and your experience will be shaped by your performance, contributions, and drive. This role is located at our New York headquarters, located in the TriBeCa design district.

Responsibilities:

• Develop strategic roadmap for new category and collection launches at Maiden Home

- Develop value proposition, unique category point of view, and ecommerce shopping experience for new categories by understanding our customers, our brand, and the competition.
- Analyze competitive landscape, market data, and sales to identify commercial opportunities in existing Maiden Home furniture assortment
- Manage retail price setting, target cost, and margin goals; partner with Design, Product Development, and Operations all costing objectives
- Collaborate with Marketing team to develop go-to-market strategies for new collections and categories that support both commercial and brand goals
- Identify improvements in ecommerce merchandising to better serve the right product to the right customers at the right time
- Communicate insights and intent in a way that inspires and activates designers, product developers, and counterparts in Marketing, Sales, and Operations
- Lead and mentor team members; set objectives, assess performance, and provide regular feedback.

Qualifications

- 8+ years of experience in management consulting, strategy, merchandising, and/or marketing at high-growth, brand-forward companies
- 4+ years of people management, mentorship, and team development
- Entrepreneurial and strategically minded, with the ability to see connections and opportunities in the market that others may miss
- Data driven, with a keen interest in driving decisions blending qualitative and quantitative analyses; advanced proficiency in Excel and understanding of P&L a must
- Excellent oral and written communication and interpersonal skills with experience presenting to executive audiences and distilling complex analysis into essential considerations that support decision making
- Highly collaborative and relationship oriented
- Process-oriented with a growth mindset to always improve team, process, business, and brand

• Strong attention to detail, a "can-do" attitude with a healthy dose of hustle, and the ability to consistently take initiative, demonstrating relentless follow-through in a startup environment

Benefits

- Competitive compensation package & unlimited vacation
- Choice of medical, dental and vision insurance plan, including one option where up to 88% of the premium is covered by Maiden Home
- Furniture placement program & company discount
- Pre-tax commuter benefits
- 12 weeks parental leave
- 3-week paid sabbatical after 3 years
- Access to robust learning opportunities, such as one-on-one professional coaching and supplementary education
- Strong, growing company culture, including frequent happy hours and other teamwide and company-wide events

About Maiden Home

Maiden Home is a new concept in custom furniture that will forever change the way consumers shop for their homes. We offer high-quality pieces made by the best American craftsmen and delivered at prices and lead times unheard of in custom furniture.

Since launching in 2017, Maiden Home has been featured in Architectural Digest, Fast Co, Forbes & Bloomberg, to name a few. Backed and led by seasoned executives in e-commerce and retail, and embraced by a nationwide community of consumers and designers, Maiden Home is on its way to forever transform the home furnishings industry.

Maiden Home is proud to be an equal opportunity employer. We are committed to building a diverse and inclusive culture. We do not discriminate on the basis of race, religion, color, national origin, gender, gender identity, sexual orientation, age, marital status, disability, protected veteran status, or any other legally protected characteristics.

To apply, send your resume to <u>careers@maidenhome.com</u>