

Job Role - Product Manager

About The Startup

We are a fast-growing AgTech company committed to helping farmers transition to and thrive in organic production. Our platform reduces the burden of compliance and documentation by streamlining certification requirements and providing intuitive workflow tools.

Our technology is designed for scale and usability—enabling farmers, co-ops, and agricultural consultants to track and manage all stages of the certification process in one place. With a strong foundation in automation and intelligent UX, we're now preparing to move beyond MVP into a fully self-serve solution that empowers users to manage complex, multi-step workflows with ease.

This is where you come in.

Your Role: The Architect of Product Simplicity

As our **Product Manager**, you'll own the roadmap, drive discovery, shape our product strategy, and be the connective tissue across business, technical, and user domains. You'll work directly with the CEO, lead a nimble dev team, and co-create with subject matter experts and end-users.

This role is ideal for someone who thrives in zero-to-one environments, blends product intuition with structured process, and can balance visionary thinking with day-to-day execution.

What You'll Do

Strategic Product Leadership

- **Define & Drive the Roadmap:** Translate our mission and user needs into a clear, prioritized roadmap aligned with PLG principles and business outcomes.
- **Own Prioritization:** Make tough trade-offs using user feedback, data, and technical realities.
- **Cross-Functional Collaboration:** Partner with CEO, COO, sales, compliance experts, and developers to turn insight into product value.

Customer Insight & Validation

- **Run User Discovery:** Lead qualitative and quantitative discovery to extract pain points and surface unmet needs.
- **Data-Driven Product Iteration:** Leverage analytics, surveys, and AI tools to continuously test and refine hypotheses.

- **Design for PLG:** Optimize onboarding, self-serve workflows, and in-product nudges that drive growth without sales intervention.

Agile Product Execution

- **Lead Sprints:** Run daily standups, retrospectives, sprint planning; track team velocity and ensure momentum.
- **Manage the Backlog:** Convert complex requirements into Epics, User Stories, and Tasks that developers love.
- **Document Clearly:** Own requirements specs (SRS) that are structured, detailed, and unambiguous.
- **Own Quality:** Define and enforce validation protocols and QA workflows for consistent product performance.

Communication & Team Health

- **Stakeholder Alignment:** Deliver updates with clarity. Translate product realities to commercial, marketing, and executive stakeholders.
 - **Team Productivity:** Remove blockers, maintain focus, and ensure delivery milestones are hit.
 - **Culture Steward:** Build morale, foster collaboration, and help the team navigate ambiguity with confidence.
 - **Risk Management:** Identify scope creep, mitigate risk, and manage expectations before they become problems.
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What You Bring

- **5+ years** in product management, with at least 3 of those years in early-stage startups (Seed to Series A).
- **Strong Agile chops:** Certified (PMP, ScrumMaster) or proven mastery of Agile ceremonies and delivery.
- **Technical Fluency:** Understand client-server architectures, APIs, databases, and SaaS infrastructure.
- **JIRA Mastery:** You don't just use JIRA—you optimize it for visibility and velocity.
- **Strategic Thinker, Tactical Doer:** Comfortable shaping big-picture strategy and writing user stories the same day.
- **Excellent Communicator:** Clear, proactive, and empathetic—whether speaking to a farmer or a full-stack dev.
- **QA-Oriented:** You think in edge cases, test paths, and real-world friction.
- **Growth Mindset:** Passionate about leveraging AI, automation, and new tools to scale yourself and your team.
- **Domain Curious:** Experience with document-heavy systems, compliance tools, or form-heavy workflows a big plus.

- **Mission-Driven:** You believe that tech can simplify sustainability and improve lives on the ground.
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Why This Role Matters

Farming sustainably shouldn't be harder than farming conventionally. By making compliance accessible and automated, you're not just building software—you're helping redefine the agricultural supply chain. This is your chance to do meaningful work in a critical, under-served space.

Perks & Benefits

- Office-based role with a rich team culture and many passionate colleagues
 - Competitive compensation with financial benefits such as 0% interest business loans for hardware and education
 - Access to AI productivity tools and budget for continuous learning
 - A chance to shape the future of AgTech from the ground up
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If you're a builder who wants to create clarity out of complexity and ship high-impact products in a mission-driven startup—we'd love to meet you.