



Director of Global Innovation – Plano, TX

A Little About Us:

We build the Springfree Trampoline because we believe backyards should be a place for safe play. Springfree's innovative design is the world's safest, highest quality and longest lasting trampoline supported by a full 10-year warranty. Springfree is part of Goba Sports Group, committed to encouraging people to Go Outside and Be Active.

Springfree Trampolines are available in over 15 countries in the world, with core markets being the US, Australia, Canada and New Zealand. Our Corporate Headquarters are located in Toronto, Canada with key offices in Dallas, USA, Markham, Canada, Kunda Park, Australia and Christchurch, New Zealand. Springfree Trampoline also owns its plant in China, thereby controlling all aspect of the manufacturing process.

What You'll Be Doing:

We are looking for a Director of Global Innovation, who will support the global business and be responsible for end-to-end commercialization of product improvements and new product initiatives under the Springfree Trampoline brand. This includes identifying white space, building a strategy/plan, owning the product mix, P&L management of innovation projects, go-to-market strategy and execution oversight. Reporting to the SVP of Global Sales, you will be accountable for leading product innovation to achieve profitable revenue growth and focus on the design, development and launch of products for Springfree Trampoline. You will be an integral part of the Global Leadership Team and will have key relationships with Marketing, Sales, Manufacturing, Engineering and the Senior Leadership team.

Job Highlights:

- Work closely with Leadership, Marketing, Sales, Engineering, and Manufacturing to define, drive and maintain product strategies for the Springfree Trampoline brand that are aligned with corporate strategies.
- Analyze and synthesize data from market research, industry/technology trends and from core markets to identify new product opportunities that will accelerate business growth.
- Actively manage, define, and measure core KPI's and take appropriate actions to improve product and product line efficiencies and performance (units sold, revenue, profit).
- Collaborate with the Core Innovation Team to architect a product strategy roadmap, drive decision making, develop appropriate product metrics and goals and create sustained competitive advantage with the Stage Gate Process
- Subject matter expert and owner of trampoline category and trends.
- Navigate process ambiguity while creating innovative solutions to ensure projects move ahead with quality and on time.
- Lead core innovation team
- Maintain market awareness (both category and beyond category innovation, customers and industry trends).

What You'll Bring:

- You've got a Bachelor or Master's Degree in Marketing, Product Management or Engineering
- You have a minimum of 7-10 years of experience, with 2+ years of experience in a similar role
- You have experience with direct to consumer retail, children's product experience is a plus
- You have a entrepreneurial mindset with ability to identify and act upon original branding and creative opportunities
- You are very organized, with the ability to manage and multiple projects and deadlines effectively
- You are proficient with Microsoft Outlook, Excel, PowerPoint, Word and Project Management Tools
- You are creative and an innovative thinker with superior attention to detail.

Please forward an updated resume to hr@gobasports.com