

**AT CWD, OUR AIM IS SIMPLE: CREATE WHAT'S DIFFERENT**

*Do you have an extreme, obsessive, unwavering focus on customer experience? Do you thrive in a dynamic work atmosphere that strives for excellence on a daily basis? Are you motivated by innovative and forward-thinking ideas?*  
Then you've got what it takes to succeed at **CWD**.

**Title: Product Development Coordinator (NPI)**

**Location: Downtown Toronto Office OR Niagara Falls Office**

We are currently looking for **Product Development Coordinator (NPI)** who will be responsible for contributing to the research and development process for CWD's Baby (Levana) and Security (Defender) products by detailing product specifications, observations and outcomes while effectively communicating with potential and existing suppliers.

As a team member you will enjoy perks such as a great work-life balance, competitive health benefits, enhanced professional development subsidies, exciting company events, working within a goal driven, creative and a charismatic team and career growth opportunities.

**Key Result Areas:**

**Product Development**

- Investigate new technologies (formats, chipset/System on chip, etc) to incorporate into our new and existing products
- Compare competitors offerings with our potential product to assess our relative value
- Develop a strong, accurate and viable product development plan using the CWD stage/gate model and Smart Sheet software that is tracked and updated daily by creators and collaborators
- Create a minimum viable product chart (product definition)
- Work with design closely to develop the products industrial design (ID) and man machine interface (mmi/gui)
- Communicate with firmware, software and manufacturing partners to assess viability of the MVP and finalize the product definition
- Coordinate the discussion of the project/vendor agreement with all business partners involved in the development
- Develop plans and execute testing and validating engineering verification units (EVT's), design verification units (DVT's) and production verification units (PVT) to debug and provide feedback to development partners
- Work with quality assurance, brand marketing and design to create the products manual and quick start guide (qsg)
- Complete product information worksheet (piw) and aid in the creation of marketing materials with design and brand marketing
- Coordinate the pilot production run to ensure the product is ready for mass production and launch
- Coordinate the development of all launch plans

**Quality Assurance**

- Coordinate the creation of product manuals with the Quality Assurance team
- Review and make recommendation on 3rd party quality assurance inspection reports
- Assist with existing product ongoing quality improvement

**Training**

- Create and deliver product demonstration and new technology training

### **Administrative**

- Plan business meetings (vendor visits to CWD and from CWD) including meeting agendas and coordinate data needed in advance of
- Create purchase order request submissions

### **Other**

- Attend sales and product development meetings and tradeshow within Canada, the USA and Asia
- Perform other duties as assigned by the Managing Director and work as team player to aid where and when needed

### **Education/Experience**

- University degree in Business Administration, Engineering, or a related field with good academic standing
- 1-2 years experience in a Marketing, Product Development, or Research and Development role
- Qualified candidates should have 1-2 years experience conducting competitive analysis and market research
- Prior experience with vendor management is required
- Intermediate Microsoft Office skills required

### **Technical Skills:**

- Embedded systems
- Conducting field, alpha and beta trials
- Effective communication, project management and time management skills
- Experience with process change and automation of processes

### **Cognitive Skills:**

- Root cause analysis: get to the heart of the issue by stripping out non-essential and surface noise
- Flexible and creative in approach to problem solving
- Simplify: detangle issues to their core factors and focus on these
- Innovate down to the details
- Strive to differentiate/create what's different
- Forward Thinking: Need to look beyond today and understand how things will change tomorrow in our business

### **Emotional Intelligence:**

- Self-awareness: strong desire to develop and improve yourself and knowing when to seek out expertise and experience.
- Self-regulation: knowing when to push and when to stop
- Motivation: remain motivated while creating a strong desire to achieve in others
- Empathy: understand and care about team members and partners current reality
- Social skills: understand people, develop trust and help them

If the above interests you, then apply to join a fast paced, creative and energetic team!  
**Candidates who reside within a 45 minute commute of our office will be given preference.**

CWD is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environment. We will accommodate the needs of the applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. Please advise the Human Resources Department to ensure your accessibility needs are accommodated throughout this process. Information received relating to accommodation measures will be addressed confidentially.

## **ABOUT US**

CWD designs, markets and sells consumer electronics that enhance our lives.

As a pioneer in the markets of do-it-yourself video security, baby video monitors and wireless connectivity, we have successfully applied the principles of innovation and superior technology to a dynamic range of product categories. We are committed toward consistently exceeding consumer expectations and changing the way people think about:

- \* Baby Safety Devices
- \* Do-it-yourself Video Security
- \* Wireless Connectivity Products
- \* Home Theater Audio
- \* Retro Music Systems
- \* Clock Radios
- \* Karaoke Systems

From conception to launch, over 100 talented professionals work to ensure all of our products undergo the same intensive, completely in-house development and design process, resulting in the uncompromising quality and industry-leading performance that consumers trust.

The letters 'CWD' are shorthand for the empowering philosophy that drives every aspect of what we do – Create What's Different.