



Opportunity Profile

DIRECTOR OF PRODUCT DEVELOPMENT
MDT SPORTING GOODS

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

MDT Sporting Goods is seeking a visionary and results-driven product leader to join their team as Director of Product Development.

The Director of Product Development is a senior leadership role responsible for owning the entire product lifecycle, from ideation through production handoff, while driving innovation and speed to market. Reporting to the President, this position will lead the launch of 60+ products annually, including 8+ flagship A-level products, while streamlining development processes and eliminating bottlenecks. The Director will partner closely with Sales and Marketing to align on market needs and with Operations to ensure seamless production transitions, all while managing R&D budgets and resource allocation. Leading a team of five direct reports, this role will foster a culture of accountability and continuous improvement, building predictable launch timelines and delivering measurable reductions in cycle time. Success in this role includes accurate launch forecasting, strong cross-functional collaboration and a high-performing team that consistently delivers innovative, market-leading products.

If you are an experienced product development executive with a proven track record of launching physical products at scale and driving process excellence, we would love to hear from you.





WHO WE ARE

MDT was born out of a single purpose: to provide better value and better accuracy for precision rifles. The first MDT chassis was developed from the ground up based on the needs of shooters.

Our engineers verified every function and feature based on the input from competitive shooters. The end result was a game-changing product called the TAC21 that continues to perform at the range, in the field and in competitions around the world.

Today, MDT chassis, magazines and accessories are still developed the same way.

We collaborate, question and verify our concepts with precision shooters from around the globe to ensure that every MDT product is designed with the same single purpose: to provide our customers with the absolute best product possible.

To hear more, visit our website:
www.mdttac.com



CORE VALUES

PURPOSEFUL

We do everything with a clear and defined purpose. We put our best into each project that we're a part of; continuously asking, "how could this be better for our customer?"

CAPABLE

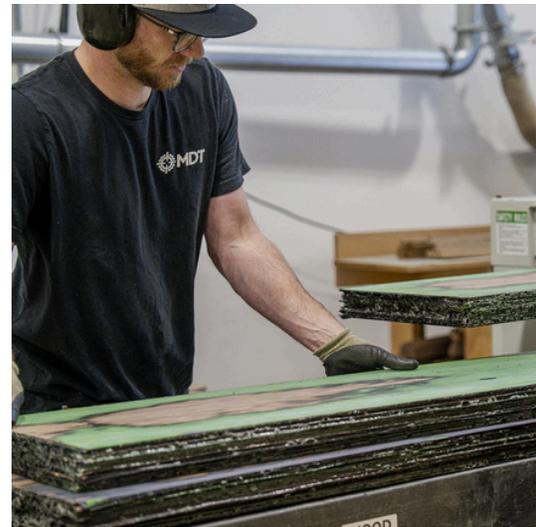
We are extremely capable in our roles. It is an ongoing process of improvement, and we never stop learning.

LEGENDARY

To be Legendary is to be "celebrated or described in legend." We go above and beyond, leaving a lasting impression in every product that we create, every customer we interact with and every relationship we nurture.

KEY RESPONSIBILITIES

- Own the full product development lifecycle—ideation through production handoff
- Launch 60+ products annually, including 8+ flagship A-level products
- Streamline development processes and eliminate bottlenecks
- Map the complete value stream and identify waste
- Build predictable launch timelines with clear accountability
- Partner with Sales/Marketing on market needs and Operations on production handoffs
- Lead and develop five direct reports—build a culture of innovation and accountability
- Manage R&D budgets and resource allocation



SUCCESS METRICS

FIRST 90 DAYS

Weeks 1-4: Assess current state—meet with team, review active projects, audit roadmap, map workflows and identify pain points.

Weeks 5-8: Stabilize operations—clarify roles, establish reporting cadence, address critical bottlenecks and align cross-functional expectations.

Weeks 9-12: Build momentum—launch quick wins, start value stream mapping, establish baseline metrics and refine roadmap.

1-YEAR SUCCESS METRICS

- Confidently predict product launch dates with high accuracy
- Launch 8 A-level products and 70 total new products
- Complete value stream map with identified waste and elimination plan
- Measurably reduce development cycle time
- Ensure seamless collaboration with Sales/Marketing and Operations
- Maintain a high-performing, accountable team with strong retention

QUALIFICATIONS

Must Have

- 15+ years' experience leading consumer product development
- Successful track record launching physical products at volume
- Experience scaling product development teams (15+ people)
- Strong process improvement and project management skills
- Excellent cross-functional collaboration abilities

Preferred

- Sporting goods, firearms and/or precision manufacturing experience
- Engineering background
- Lean product development knowledge

OUR SEARCH TEAM



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JEFF PITCHFORD LEADING THE SEARCH

Jeff is an accomplished Senior Executive, with over 25 years of leadership experience across the chemical manufacturing and food processing industries. He wears many hats including Business Consultant, Executive Coach, Board Member, Forum Chair and Birkman Certified Professional. Jeff specializes in leadership development and team-based business success. He is passionate about developing leaders and building high performance teams.



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SHAWN PLUMMER SUPPORTING THE SEARCH

Shawn is a senior executive who, after 22 years in international relief and development, most recently served as President & CEO of Food for the Hungry Canada. With invaluable program and leadership experience, a history of managing large teams, as well serving as a board member himself, Shawn is well equipped to come alongside you to ensure you are in a role that is fulfilling, rewarding and contributes to your success.

ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline and details for this search:

Location: Chilliwack, BC

Application Deadline: January 16, 2026

Short List Interviews: February 2026

Start Date: TBD

Salary Range: \$175,000 - \$225,000

HOW TO APPLY

Apply online at nelsonandkraft.com/jobs with your cover letter and resume. You must be eligible to work in Canada.

Nelson/Kraft & Associates Inc. is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

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Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.