



VP of Product Boston, MA

Us in a nutshell

Mightier is an app-based, family program developed at Boston Children's Hospital that empowers children with ADHD, autism, and anxiety to learn emotional control and supports the caregivers who love them. Kids wear a Mighty Band heart rate monitor while playing a library of biofeedback video games that react to their heart rate in real time. Kids practice self-calming skills to succeed in the games and then transfer those skills to life. Three clinical trials at Boston Children's Hospital, Harvard, and Mass General have shown Mightier works as well as medications. The program has served over 25,000 families with over 10 million games played. Our mission is to empower millions of kids to become Mightier than their emotions.

Why is this role important?

We are looking for an inquisitive, hands-on leader with drive and skill for discovering customer needs and managing the rollout of breakthrough products. How can we create an experience that empowers kids to build emotional strength while supporting the families who love them? We believe the only way to reach millions of kids is to give them world-class fun wrapped in world-class science. We don't build our own video games - we work with top mobile game developers and then layer on our emotional learning program and algorithm. We find scalable ways to support parents and encourage healthy habits at home. We use data to hold ourselves accountable and drive product insights. For the VP of Product, the challenge and opportunity is to build a scalable platform that is deep on content, can expand across age groups, and is underpinned by data engines that drive outcomes families care about. Responsibilities include:

- Bring a strong user experience focus to our products, elevating the voice of the customer into our decision making.
- Figure out how to expand Mightier's in-home footprint with new products beyond the core Mightier emotional regulation program.
- Partner with Marketing, Customer Experience, and Engineering teams to build and execute roadmaps that support Mightier's overall company strategy.
- Work with the Marketing team to develop go-to-market plans and drive long-term retention.
- Work with the Customer Experience team to find gaps in the user experience journey and create solutions.
- Manage and grow the product and design team.

Relevant experience:

- 8+ years of experience in fast-paced consumer companies working in product or related fields
- Highly empathetic, curious leader committed to understanding family needs
- Strong communicator who can bridge the gap between the science and fun of Mightier
- Regardless of your current role, you love getting your hands dirty to create new things
- Exceptional managerial experience with deep understanding on how to run creative teams
- Nice to have: experience with content platforms, games of any kind, e-commerce, and data engines that inform user experiences and outcomes

Interested? Email linkedin/resume to careers@mightier.com