

Job Description: Head of Product

Location: Remote (U.S.)

Company: [Moraware](#)

About Moraware

Moraware is the leading software platform for countertop fabricators. Our mission is to make the business of building countertops easier and more rewarding, so our customers can focus on delighting their clients and creating beautiful work.

Our products – **CounterGo**, **Systemize**, and **Inventory** – help fabricators streamline operations, improve efficiency, and grow their businesses. We're a profitable SaaS company with a loyal customer base and a strong foundation for continued growth.

The Role

As Moraware enters its next stage of growth, we're hiring a **Head of Product** to lead product strategy and execution across the company. We've grown with a founder-led, intuition-driven product approach. We're ready to layer in the frameworks, analytics, and discipline needed to scale -- without losing the customer intimacy that got us here. You'll help build much of this from scratch.

As Head of Product, you are accountable for translating Moraware's long-term vision into a clear, prioritized product strategy grounded in deep customer understanding and focused on the highest-value opportunities and business impact.

You own product execution – turning ambiguity into focus, ensuring the right problems are solved, and guiding work from concept to customer-facing outcomes. You initially operate within the strategic direction set by the CEO and founders, growing ownership of product strategy over time.

The Head of Product reports directly to the CEO and is a core member of Moraware's Leadership Team, partnering closely with Engineering, Sales, Customer Success, and Marketing to build high-quality products that customers adopt, value, and pay for.

This is a hands-on leadership role for someone who thrives at the intersection of strategy, customer insight, execution, and team development.

You'll Be Responsible For:

- **Product Strategy & Roadmap Ownership**
 - Own and maintain a clear, customer-driven, and business-aligned product roadmap.
 - Translate company strategy into focused product initiatives.
 - Balance short-term impact with long-term simplicity, scalability, and maintainability.
- **Customer Understanding & Problem Solving**
 - Develop deep understanding of customer workflows, value drivers, and pain points.
 - Prioritize the highest-impact problems where Moraware can deliver outsized value.
 - Validate that shipped solutions measurably improve customer outcomes.

- **Product Execution & Delivery Excellence**
 - Own execution from roadmap to shipped customer experience.
 - Ensure initiatives are focused and sequenced.
 - Proactively manage cross-team dependencies and delivery risks.
- **Product Quality, Principles & Craft**
 - Steward Moraware's Product Principles.
 - Maintain a high standard for usability, clarity, and workflow coherence.
 - Make intentional tradeoffs between complexity, cost, speed, and long-term value.
- **Product Launch & GTM Enablement**
 - Define launch tiers and partner internally to ensure readiness.
 - Align product messaging to real customer value and outcomes.
- **Product Analytics & Insights**
 - Ensure core workflows and key features are measurable.
 - Define and maintain product success dashboards to guide prioritization and decisions.
- **Decision Quality & Tradeoff Management**
 - Communicate clear, well-reasoned tradeoffs; document decisions, and course-correct based on outcomes and learnings.
- **Cross-Functional Collaboration**
 - Partner closely with Engineering, Sales, Customer Success, and Marketing.
 - Establish clear intake, prioritization, and communication norms while sharing customer insights and product learnings broadly.
- **Team Leadership & Development**
 - Hire, develop, and retain high-performing product talent.
 - Establish clear roles and expectations, feedback, and growth cadences.

Objectives

- Drive measurable improvements in activation, adoption, retention, and expansion.
- Focus product efforts on the few problems that create the most customer and business value.
- Increase execution clarity, delivery reliability, and cross-functional trust.
- Build a scalable Product organization that supports Moraware's growth.

About You

- **Experience:** 7+ years in product management, including leading product teams in B2B SaaS; experience applying AI in products strongly preferred.
- **Product leader:** You've owned product strategy and roadmaps tied to clear customer and business outcomes.

- **Customer-centric:** You develop a deep understanding of customer workflows and use insight to guide decisions.
- **Judgment:** You consistently identify the most important problems to solve and avoid low-impact work.
- **Strong operator:** You bring focus, structure, and clarity to complex and ambiguous problem spaces.
- **Decision-driven:** You make thoughtful tradeoffs and clearly articulate the “why” behind decisions.
- **Collaborative leader:** You build trust and alignment across Engineering, GTM, and Leadership.
- **Builder mindset:** You care about craft, usability, and building products that age well.

Why Join Moraware?

- Profitable, stable SaaS company with a loyal customer base.
- Direct impact on product strategy and company direction.
- Remote-first culture that values focus, trust, and balance.
- Opportunity to build products that power real world businesses – with clear, visible impact.

We’re a fully remote company. This role is open to candidates based in NV, CA, OR, or WA, with periodic travel to meet with team members and customers.

In addition to a competitive salary, Moraware offers profit-sharing, four weeks of paid time off, ten sick days, 401(k) match, 100% employer-paid health insurance for you and your family, and a professional development stipend – all designed to support long-term commitment.

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

How to Apply

If this sounds like the perfect match for you, email your resume to josh@atlasrecruiting.io. In your email include:

- 3-5 sentences about why you are qualified to join Moraware as Head of Product
- 3-5 sentences describing why product leadership is a core part of your career path