

Position description:

Head of Product and Customer

Reporting to:

Chief Customer Officer (Retail)

Date:

September 2026

Location:

Christchurch, Wellington

The role

The Head of Product and Customer leads Retail's Customer Growth Practices (chapters), bringing together Product, Customer and User Experience, and Brand and Go-to-Market capabilities to create differentiated customer propositions and deliver growth across Meridian and Powershop.

The role is accountable for developing the strategies, capabilities, frameworks and specialist expertise that enable Retail Value Streams to achieve their customer and commercial objectives.

Operating within Meridian Retail's agile operating model, the role leads a portfolio of specialist practices that work in service of Value Streams. Success is achieved through influence, capability leadership and cross-functional collaboration rather than traditional hierarchical control.

A critical focus of the role is stewardship of the enterprise-wide Meridian brand, alongside building the Powershop brand and customer proposition, while embedding Product-Led Growth disciplines that accelerate acquisition, engagement, retention and advocacy.

Position accountabilities

Growth Strategy and Commercial Performance

- Lead the growth strategy across Meridian and Powershop, accelerating acquisition, retention and lifetime value.
- Balance long-term brand building with commercial delivery, grounded in a metrics and experimentation culture.

Brand and Go-to-Market

- Elevate both Meridian and Powershop brands, building distinctive, well-loved brands that earn the trust of New Zealanders and drive growth.
- Lead and build capability in the go-to-market team build scalable launch frameworks.

Customer and User Experience

- Define and evolve the customer and user experience strategy across Retail and the wider business.
- Lead insight, research and Voice of Customer, driving improvements across key journeys.

Product-Led Growth

- Establish Product-Led Growth as a core Retail capability.
- Partner with Value Streams, using insight and behavioural data to drive adoption, engagement and retention.



Meridian.

The Power to
Make a Difference.

Candidate profile

The successful candidate brings a strategic growth mindset that connects customer needs, product, brand and marketing outcomes, together with proven practice leadership across specialist teams and expert communities.

They influence senior stakeholders without formal authority, are relentlessly customer obsessed, turning deep insight into action, and hold the commercial acumen to understand the drivers of growth, profitability and customer value. They have led major transformations and built new organisational capability.

A key differentiator is leadership within Meridian's agile operating model. The role leads specialist practices rather than traditional delivery teams, building capability and standards across Product Growth, CX, UX, and Brand and Go-to-Market. They partner with Value Stream leaders to deploy capability where value is highest, shape strategic priorities and commercial outcomes through expertise, enable cross-functional teams to deliver, and grow communities of practice that lift consistency and excellence across Retail. Success demands influence, stakeholder alignment and clarity in a highly collaborative environment.

As a leader, they inspire a high-performing multidisciplinary practice, build modern growth capability across Retail, develop future leaders and specialist talent, foster customer obsession, experimentation and continuous learning, role model Meridian's values and agile ways of working, and contribute as a senior member of the Retail Leadership Team.

Knowledge, experience and skills

Essential

- Significant senior leadership experience in growth, customer, brand, product, digital and/or commercial functions.
- Track record delivering measurable growth outcomes including customer acquisition, retention, engagement and customer value growth.
- Experience leading customer, brand, product or experience transformation programmes.
- Experience operating in customer-led, digitally enabled businesses.
- Demonstrated success building and leading multidisciplinary teams.
- Experience influencing enterprise-wide decisions and outcomes at executive level.
- Commercial acumen with experience managing significant investment and strategic priorities.

Highly Desirable

- Experience building a consumer-facing brand.
- Experience leading growth across multiple brands or propositions.
- Experience establishing or scaling Product-Led Growth capabilities.
- Experience within energy, telecommunications, banking, software, e-commerce or other customer-intensive industries.
- Experience operating within agile, product-based or value-stream organisational models.

