



<https://titanexecutivesearch.com/job/portfolio-brand-manager/>

Portfolio Brand Manager

Description

Portfolio Brand Manager

Location: Medford, MA – Hybrid (4 days per week in office)

Employment Type: Full-Time

Compensation: ~\$90,000 annually

Travel: ~20%, primarily to company-owned retail and wholesale accounts

Reports To: VP of Marketing

The Opportunity

Our client, one of the largest and most established cannabis companies in the United States, is seeking an experienced Portfolio Brand Manager to join its marketing team in the Greater Boston area.

This is a hands-on brand management role with responsibility for a diverse portfolio of consumer brands across both company-owned retail locations and wholesale channels. The Portfolio Brand Manager will help shape brand strategy, positioning, product innovation, go-to-market planning, and ongoing portfolio performance.

The ideal candidate brings a strong CPG brand-management background combined with an analytical and commercially focused approach. This individual should be comfortable working across sales, retail operations, creative, production, and compliance while taking ownership of multiple brands and product categories.

Responsibilities

- Own positioning, architecture, and growth strategy across a portfolio of consumer brands.
- Develop annual and quarterly brand plans with clear objectives, target consumers, positioning, and priorities.
- Maintain brand standards and ensure consistent execution across products, packaging, retail environments, marketing channels, and consumer touchpoints.
- Monitor brand performance, including sell-through, market share, velocity, distribution, and average order value.
- Analyze category trends, competitor activity, pricing, and assortment to identify opportunities and support brand decisions.
- Translate performance data and market insights into recommendations regarding pricing, assortment, promotions, and investment.
- Identify product whitespace and new product opportunities in partnership with production and company leadership.
- Lead go-to-market planning for new product launches, including creative, packaging, pricing, sales enablement, and launch calendars.
- Manage SKU performance and rationalization while ensuring product and packaging requirements remain aligned with brand and compliance standards.
- Drive brand presence and product velocity across company-owned retail

Hiring organization

Titan Executive Search

Employment Type

Full-time

Industry

Cannabis

Job Location

Medford, MA, USA

Base Salary

\$ 90000 - \$ 90000

Date posted

October 1, 2026

locations through merchandising, promotions, and market-specific initiatives.

- Support growth through third-party wholesale accounts by partnering with sales on retail-level programming, promotions, education, and activation.
- Visit company-owned and wholesale accounts to evaluate merchandising, execution, competitive activity, and opportunities for improvement.
- Develop and manage brand campaigns across in-store, field, digital, CRM, and other marketing channels.
- Partner with internal creative teams and outside agencies or freelancers on brand assets, packaging, campaigns, and point-of-sale materials.
- Guide social media and content direction across the portfolio to maintain a consistent brand voice.
- Work closely with sales, retail operations, creative, production, and compliance to ensure brand plans are executed effectively.

Qualifications

- 4+ years of experience in brand management, brand marketing, or a similar role, preferably managing multiple brands or product categories.
- Demonstrated ownership of brand or portfolio strategy, including responsibility for growth, positioning, and performance.
- Strong analytical skills with experience using sales, market, and consumer data to support business decisions.
- Experience managing products across multiple sales channels, including owned retail and third-party wholesale accounts.
- Experience developing and executing go-to-market strategies and product launches.
- Strong project-management and cross-functional collaboration skills.
- Ability to translate market and performance data into actionable recommendations for company leadership.
- Ability to work from the Medford, Massachusetts office approximately four days per week.
- Ability to travel approximately 20% to company-owned retail locations and wholesale accounts.

Preferred Experience

Cannabis industry experience is preferred but not required. Familiarity with market-data platforms such as BDSA, Headset, Nielsen, IRI, Spins, or similar platforms is beneficial. Experience with new product development, SKU or portfolio rationalization, and management of agency, freelance, or wholesale brand partners is also preferred.

Compensation & Benefits

The position offers compensation of **approximately \$90,000 annually**, based on experience. The company also offers medical, dental, and vision insurance, a 401(k), life insurance, and paid time off.