**Job Position: Global Head of Consumer and Professional Marketing**

**Position Summary:**

ZetrOZ Inc, a consumer wellness and healthcare company based in Trumbull, CT, is seeking an experienced consumer and professional healthcare marketing professional to deliver savvy marketing strategies and tactics to help drive product revenues and grow the organization. We are in the positive startup position of having two products on the market, ongoing clinical trial work with highly reputable medical research sites, a solid portfolio plan, renowned KOLs, and an outstanding hard-working team. Reporting to the CEO, an outstanding marketer will have the opportunity to join the ZetrOZ management team at a pivotal time in our growth.

With the company at an early branding stage, we offer opportunity to develop the marketing platform for our fast-paced startup to an experienced innovator with a passion to buck trends, the drive to make an impact, and the ability to think strategically while rolling up his/her sleeves to implement creative campaigns. The professional will build upon current strategies to execute a scalable model, and then be able to develop the next generation marketing strategies that accomplish our business goals. Additionally, the marketing lead will solidify and promote the brand across stakeholders. This innovator will create customer access and support sales opportunities across all business segments, interfacing with sales and customer points as needed; develop and implement timely effective promotion of products using a comprehensive mix of integrated tools; and proactively maximize the impact of marketing initiatives, applying metrics whenever possible. Timely marketing strategies and tactical execution will include updating and driving traffic to ZetrOZ product and sales social media portals for customer acquisition and retention.

**Position Near-term Tasks and Goals:**

The Global Head of Marketing will further develop current strategies and implement a scalable marketing model for the human wearable pain and rehabilitation sustainable acoustic medicine (**sam®**) product line. This includes coordinating defined market segments, driving product adoption campaigns with key medical clinics and end users in defined segments, and working with sales to align marketing programs to the needs of sales teams & sales goals. S/he will apply integrated tools into timely campaigns as needed, including but not limited to digital, social media (LinkedIn, Facebook, Twitter, Pinterest, Instagram, industry blogging), event speakers’ forums, posters, article promotions, mailings, e-advertising, and detail materials.

1. Support new product launch revenue growth.

* Successfully manage a direct to consumer (DTC) campaign in the USA with an infrastructure for efficiently processing prescriptions and orders
* Develop and demonstrate a sustainable business model
* Drive consumer loyalty programs and **sam®** recurring revenue model through disposable one time use ultrasound treatment bandages

2. Support and update the current marketing campaign, and create actionable and measurable 12-month
 marketing plan to align fellow leadership around next initiatives.

* Coordinate outside marketing agency for efficient marketing support.
* Support sales/manufacturing projection/production plan for the year to measure success on a monthly basis
* Manage successful implementation and measurement of the website, a critical element in the DTC push
* Manage and test market campaigns in select regions of Canada or Europe

3. Support sales team and distribution channels to achieve revenue goals by providing strategic marketing
 direction, detail materials/programs, and success metrics analysis

4. Support product adoption rate by medical clinics.

* Provide marketing of business model for doctors, and physical therapists and/or chiropractors, including metrics for program assessment.
* Provide marketing to clinic physicians for **sam®**
* Develop process and marketing support materials for the reimbursement strategy for the professional clinics in our network to file claims for reimbursement.

5. Build marketing team within the first 120 days.

* Review current team members and assess skill sets
* Evaluate and present staff resource requirements to achieve goals

6. Deliver monthly metric analysis of marketing initiatives supporting sales programs.

**Essential Requirements for Candidate:**

* Proactive strategic-tactical marketing leader with innovative “make it happen” attitude
* Intelligent, fast-paced, strategic, involved implementer, people person with a passion for bucking trends
* Clear and concise communicator – written and verbal
* Chemistry with ZetrOZ team: roll up the sleeves team players, fun, fast, multi-tasking, “work hard/play hard”
* Thrives on initiative, innovation, follow-through, customer-satisfaction, creating opportunities/success
* Experience with digital, social media, speakers’ forums, events, sales detailing & print integrated mix
* Experience managing agencies to create, implement, measure, and optimize campaigns
* Public relations (PR) acumen and experience leading PR programs
* Passionate about helping people reduce pain and heal injuries
* Enthusiastic and involved team player
* Calm under pressure, flexible, consistently meets deadlines with quality outcomes
* Honest & trustworthy with business maturity
* Proven fiscal, planning, organizational and multi-tasking skills
* Bachelor’s degree or equivalent education required. MBA with focus on marketing preferred
* Minimum of 12 years experience in consumer / professional healthcare marketing with managerial roles; preference for experience in driving market adoption. Or. equivalent combination of education and experience that gives individual the necessary knowledge, skills and abilities to perform the job.

**About ZetrOZ:**

ZetrOZ is revolutionizing the medical therapeutic industry with its proprietary technology, including the recently introduced **sam®,** sustained acoustic medicine, (www.samrecover.com) and **UltrOZ® (**www.ultroz.com), miniature wearable ultrasound devices for accelerated recovery and pain management. The innovative non-invasive therapeutic technologies have been shown to be more efficient, portable, and economically viable than any ultrasound systems presently available. **sam®** is currently the world's smallest and strongest ultrasound therapy system. **sam®** addresses the growing demand for non-pharmaceutical and bio-regenerative alternatives to typical pharma-based pain treatments in the approximately $62 billion USA pain management market. Early adopters of **sam®** include physical therapists, athletic trainers and athletes, seeking improved recovery of overuse injuries such as tendonopathies and muscle strains. ZetrOZ is also known for developing the first swallowable ultrasound pill with Massachusetts Institute of Technology. ZetrOZ is supported by the U.S. National Institutes of Health, U.S. Department of Defense, and NSBRI/NASA space program. For more information, visit [www.zetroz.com](http://ctt.marketwire.com/?release=1145839&id=4671808&type=1&url=http%3a%2f%2fclick.icptrack.com%2ficp%2frelay.php%3fr%3d97191063%26msgid%3d664189%26act%3dSUJI%26c%3d668040%26destination%3dhttp%253A%252F%252Fwww.zetroz.com).

