



Ava is a digital health company with the aim to revolutionize women's health. The company is headquartered in Zurich, Switzerland with offices in San Francisco and Hong Kong and partner offices in Belgrade and Makati. Our wearable device, smart app and proprietary predictive algorithms empower women by giving them unique clinically researched insights and personalized data about their menstrual cycle, fertile window, and pregnancy. All delivered in a way that's convenient and non-invasive. Ava is a global, award-winning brand with strong social network communities. Our current key markets include USA, Canada, Germany, Switzerland, Spain, UK, and Hong Kong.

Would you like to join us on our challenging adventure? We are looking for a passionate and innovative leader who can help us build our commercial organization and drive our ambitious revenue growth on a global scale. This opportunity is opening up to ensure strong succession planning. As a key member of our executive team, you will bring strategic depth whilst being comfortable with rolling up your sleeves.

## VP Marketing & Sales – Global

Location: San Francisco, USA or Zurich, Switzerland

### Responsibilities:

- Building and leading our brand, digital marketing and B2B sales teams across the globe
- Driving our overall commercial strategy across all our sales channels, from D2C to B2B, including retail, distribution and Healthcare Providers
- Building our brand, strengthening our market position and keeping abreast of competitors
- Running the commercial business operations worldwide, forecasting, reporting and modelling on core business metrics, monitoring marketing and sales productivity and performing strategic analyses
- Driving marketing & sales productivity through developing and optimizing processes and systems
- Representing Ava in the market, in the press, at speaking events and at conference
- Developing and maintaining relationships with industry, competitors and partners
- Sharing your knowledge and experience broadly and strongly contributing to the executive team and developing Ava as a company
- Partnering with Ava's other divisions to drive cross-functional alignment and business growth
- Inspiring high-performance, focussed execution and alignment to our values

### About you:

- Passion for Ava, our community, and our mission to bring women's health to the 21<sup>st</sup> century
- Alignment with our company values
- Bachelor or master's degree with 10+ years of relevant experience in marketing, sales, strategy or commercial operations
- 5+ years of experience in a senior marketing and sales leadership role with experience in managing and motivating a globally distributed team and a significant budget (min. 20m USD); experience in managing an office or country a plus
- Profound knowledge of US market as well as Europe with at least 3+ years of leadership experience in each; experience with Hong Kong, China and other Asian markets a big plus
- Demonstrated ability to navigate ambiguity, drive change and operate effectively in a rapid growth, fast-paced, results-oriented; experience in a start-up environment a big plus
- Deep understanding of digital marketing, direct to consumer sales, Ecommerce and digital infrastructure
- Experience in B2B sales as well as healthcare marketing and sales and employee benefits
- Strong grasp of branding and brand vision in a regulated industry with experience in the medical device industry and knowledge of relevant norms and guidelines (IEC 62304) being a big plus
- Proven track record of exponential growth and dedicated to tripling Ava's revenues year on year for the next couple of years



- Strong strategic planning skills combined with exceptional execution
- Excellent analytical skills and solid financial understanding combined with strong business acumen
- Charismatic personality with exceptional presentation, written, and oral communication skills as well as experience dealing with the press and representing a product
- Frequent travel to Europe/North America and Hong-Kong necessary (minimum 2-3 weeks per quarter plus shorter trips within US)

Would you like to contribute to a highly motivated team, with a lot of space for your own initiatives? If yes, please apply online or send your complete application to [recruiting@avawomen.com](mailto:recruiting@avawomen.com).

We appreciate that you share our excitement for Ava. Please be aware that only fully documented applications (resume & motivation letter) can be considered.

**Ava – Revolutionizing women’s health**

Lea von Bidder, VP Marketing & Sales

*Should you not hear back from us within 3 weeks your application has unfortunately not been successful for the respective role.*