



CANCER IMPACT FUND

**Incubation Stage
Director of Marketing**
(part-time, contract position)

To apply, please send your resume to careers@cancerimpactfund.com

About the Cancer Impact Fund - The Cancer Impact Fund (CIF) is the first early-stage impact venture capital fund designed to impact cancer by developing innovations and commercializing promising cancer research for preventions, therapies, cures, and enabling technologies. Learn more at www.CancerImpactFund.com.

About ITRTV - CIF is seeking an outstanding incubation stage Marketing Director with a proven track record to lead Marketing, Sales, and Business Development for one of its portfolio companies, "ITRTV". The company is entering the incubation stage with a research and development platform for wearable technologies, sensors and sensor enabled applications for health and wellness. During this stage, efforts will be focused on validating the customer market, developing marketing and sales channels, obtaining initial revenues, and building the supply chain.

About the Position - Successful Marketing Directors may have the opportunity to continue on as the acceleration stage Marketing Director, or join CIF or one of its other portfolio companies on a part-time or full-time basis. Incubation stage Directors can expect to work 5-10 hours per week at the CIF offices, remotely, and offsite at events and meetings. Under the direction of the company's CMO, the Director's key responsibilities include:

- Collaborate with the CMO and incubation team to test and refine the company's business model through the development of marketing strategies and sales networks
- Manage marketing and sales team members to effectively validate beachhead market, gather feedback and establish customer pipeline
- Develop effective marketing strategies and campaigns for ITRTV's product line within allocated budget.
- Manage content creation, including social media, website, proposals, presentations, product literature, white papers, and more
- Strengthen presence within the industry through endorsements and sponsorships
- Develop segmentation, competitive analysis/market intelligence, prospecting, lead generation, product and market development, pricing, promotions
- Evaluate and drive sales force effectiveness, strategic planning and revenue growth.
- Develop, measure, and report to CMO key metrics around the business including user acquisition, conversion rates, engagement rates, satisfaction and renewal rates.
- Manage outreach to key customers and vendors
- Develop incubation strategy, plan, and budget for beta prototypes plus additional inventory
- Develop preliminary acceleration stage product launch plans, budgets, and team requirements
- Collaborate with CMO to identify acceleration stage Marketing Director and support transition

About you - We are seeking an experienced, entrepreneurial, and hands-on Marketing Director with strong leadership skills, experience developing new products and launching new ventures, and the ability to manage the incubation stage of our proprietary commercialization process. You have a demonstrated interest in bringing innovation to health, health care, fitness, wellness, or wellbeing.

Qualifications

- Proven track record of building and managing successful teams preferred
- Experience marketing and selling technologies, products or solutions for health, healthcare, fitness, wellness, or well being preferred
- 5+ years of experience leading marketing and sales efforts preferred



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- Ability to lead and work as part of a team and collaborate with senior management, strategic partners, incubation team members, clients, and prospects.
- Demonstrated ability to work independently and self-manage executive assignments
- Highly organized, with the initiative and ability to work with limited supervision; excellent analytical skills and attention to detail, effective process management abilities.