



by Pulson

www.counterpace.com

Technology video at: <https://vimeo.com/301101495>

Vice President Marketing

About Counterpace

We are leveraging a unique insight in human physiology to build products that help people exercise in a way that is better for their heart and better for their health. The Counterpace guidance system helps you step (or pedal, or stroke) *between* heartbeats, reducing cardiac load, and improving circulation.

For elite athletes, Counterpace can provide superior performance and safer conditioning. For those with compromised hearts, Counterpace can make exercise more effective, delivering more benefit in less time. And for those having a hard time exercising at all, Counterpace can make exercise easier and more fun.

Counterpace is a Palo Alto-based startup delivering our first product directly to customers via our website. Founded by a practicing physician, we strive to help each customer lead a healthier life.

About the Job

We are looking for a core member of our executive team: a hands-on leader who is excited about building Counterpace into a top health and fitness brand. Reporting directly to the CEO, you will influence broad corporate strategy while planning and executing initiatives to communicate our value and build our customer base.

Key Responsibilities

- Build and lead the marketing team
- Set marketing strategy and goals
- Define and report on KPIs
- Work directly with customers and partners to understand needs and pain points
- Distill results to inform product roadmap and priorities
- Implement multi-channel customer acquisition strategies and campaigns
- Manage traditional and social media strategy and tactics

What We're Looking For

- Articulate, passionate communicator
- Background of educational success, which may include a technical degree and an MBA
- 8+ years experience in marketing roles of increasing seniority
- Proven team management and team development skills
- Track record of commercializing innovation
- Specific experience with direct sales of technical consumer goods in the \$50-\$500 price range