



## Chief Marketing Officer

### Who we are:

Look at your shoes and clothes that you're wearing right now and try to imagine how your favorite brand sourced the fabric material from its suppliers across the globe? It is one of the most antiquated and eco-unfriendly processes in the fashion industry involving extensive travels, wasted sample materials and multiple middle-men. Now if you can visualize a SaaS digital marketplace for scalable and sustainable material sourcing for brands across the globe, that would be us, Material Exchange.

We are a proven well-funded start-up that is re-defining how fashion interacts with materials and digitally transforming one of the largest and most pollutive industries in the world.

Now if you have the experience in bringing disruptive SaaS products to market, then we're looking for you to join us as our Head of Marketing. You will be responsible for building marketing strategies that accelerates growth, builds brand awareness, drives lead generation and targets the entire 45,000+ material suppliers and 800+ fashion brands to change the way the industry thinks of materials.

Global restrictions on travel and a shift to digitalization has accelerated the need for digital material data. Material Exchange has a comprehensive library of materials that are required by brands to develop and produce footwear, apparel and accessories. Material Exchange is working towards becoming the next young Swedish unicorn and we are adding key hires to our global team.

The Material Exchange database is a highly secure vault containing approximately 40,000 digital materials from some of the largest material suppliers in the world including, Clarino, Tiong Liong Corp, Kuraray and over 350 more. Material Exchange brand customers include Ariat, Keen, Caleres, Steve Madden, Deckers Brands, Global Brands Group and many more.

By leveraging the platform brands can reduce sourcing costs, improve product development timelines and reduce supply chain risks. The platform supports suppliers in better connecting to their brand customers and enables them to find opportunities for new business.

Material Exchange is backed by leading European and International Venture Capital firms including Inventure, Partech, Norrsken VC and DayOne Capital.

We are endorsed by the industries we support with backing from the Footwear Distributors & Retailers Of America (FDRA) and United States Fashion Industry Association (USFIA).

Recently, we won the Consumer Trends category at the South Summit Startup Competition 2020 out of 3700+ leading startups.

Material Exchange has a driven and passionate working ethos with a diverse cultural background. You will be joining a highly ambitious organisation at a very exciting time and play a key role in the company's growth. Our business is international, with offices in USA, Sweden, Serbia, UK, Armenia, India and China.

## **Summary about the position:**

We are looking for a Head of Marketing who will lead all our marketing and branding activities in social media, digital campaigning, advertising and other creative projects.

As the Head of Marketing, you would need to be expert in SaaS, Product-Led Growth, marketing strategy, brand development, PR for thought leadership, digital venues (website, social, email), demand and lead generation, customer advocacy, content development, marketing technology, partner development and strategic relationships, analyst relations, events, and analytics thereby driving revenue for the platform through our marketing efforts.

Your responsibilities will include developing plans to help establish our brand globally, allocating resources to different projects and setting short-term and long-term department goals. If you're a skilled Marketing strategist with the ability to set vision and inspire your team members, we want you to join us right away. Ultimately, you will run our Marketing department in ways that promote higher profitability and competitiveness.

## **Key responsibilities:**

1. Leading and building a marketing team with strong focus on demand generation;
2. Design and implement engaging digital marketing and communication solutions;
3. Manage marketing functions providing leadership in marketing strategies and delivery to meet the business objectives;
4. Consistently exceed targets and KPIs for brand awareness, customer engagement, and demand/lead generation programs;
5. Develop and deliver marketing strategies and objectives, and track and optimise key marketing metrics;
6. Prepare and manage monthly, quarterly and annual budgets for the Marketing department;
7. Set, monitor and report on team goals;
8. Ensure our message is strong and consistent across all channels and marketing efforts;
9. Analyze consumer behavior and determine customer personas;
10. Identify opportunities to reach new market segments and expand market share;
11. Craft quarterly and annual hiring plans;
12. Monitor competition (acquisitions, pricing changes and new products and features);
13. Coordinate sales and marketing efforts to boost brand awareness;
14. Participate in the quarterly and annual planning of company objectives;
15. Problem solve, this will be a big part of the job, so the ability to think on your feet is a must.

As the Head of Marketing, you will support the CEO with their duties and also work within the management team to maintain the collective work to a good standard.

## **Things we are looking for:**

Specialties: Product-Led Growth / SaaS / B2B Marketing Strategy / Brand Building / Digital Marketing / Customer Advocacy / Partnerships & Strategic Alliances / Analyst Relations / Events / Content & Video Strategy / Social Media / Marketing Technology / Lead Generation & Demand Generation / Account Based Marketing / Search Engine Marketing / Online Marketing Campaigns / Analytics / Product Launches / Media Relations / Public Speaking

**Experience and education:**

- 5+ year work experience as Head of Marketing or VP Marketing preferably in SaaS or e-commerce or marketplace platforms;
- Experience running successful marketing campaigns;
- Solid knowledge of web analytics and Google Adwords;
- Experience with CRM software;
- Leadership skills with the ability to set and prioritize goals;
- Analytical mind;
- Master's degree in related field;
- Understanding of fashion industry (brands, material suppliers, manufactures);

**This position reports to: CEO****Company benefits:**

- Young fast growing and dynamic work environment
- Regular company events
- Flexible working location and hours

**Equal opportunities employer:**

We aim to be an equal opportunities employer and we are determined to ensure that no applicant or employee receives less favorable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

**Reimbursement:**

1. Annual Base Salary gross: 50k - 75k euro
2. Option Pool: 0.75%

**Type of engagement:**

1. Full-time employment;

**Special requirements :**

1. Working on CET time zone;
2. 1 position;

**Please contact us, include the job title in the subject:**

jobs@material-exchange.com