



KETOSWISS
FUEL FOR BRAINS

KetoSwiss develops "brain fuels" as nutraceuticals and medical food products for the therapy of migraines, which are efficacious and close to the root cause of the disease without intolerable side effects. We develop potent, clinically tested, Swiss-quality ketone body products and our portfolio could be extended to other neurological diseases.

We Are Hiring! Join Our Team

HEAD OF COMMERCIALIZATION (USA)

Are you a business professional passionate about commercial projects and ready to make an impact on a patient community of about 1 billion?

Do you want to leverage your experience and knowledge to introduce a product which has the potential to revolutionize brain health?

As the Head of Commercialization you will be overseeing our upcoming US product launch in H2 2022. Responsibilities include all aspects of Commercial and Operational Workstreams, including:

- Directing sales
- Overseeing market strategy
- Ensuring customer success
- Planning and executing revenue growth strategy
- Managing financial accounts

You will be a key player in ensuring that the company achieves its strategic goals and revenue targets. It is a cross functional role with hands-on responsibilities.

The position is located in the USA, reporting directly to CEO in Europe.



Key Responsibilities:

- Create, execute and monitor first-class sales strategy for a successful launch, guided by meaningful KPIs
- Oversee and comprehensively analyze marketing campaign execution
- Define and implement growth strategy for our brand **Brain Ritual**
- Strategic external stakeholder engagement and day-to-day management (including Supply Chain Vendors and marketing partners across e-commerce, Amazon and affiliate)
- Ensure strong customer engagement and support to provide best in class customer experience
- Identify opportunities to accelerate growth and profitability through analyzing external market trends, as well as current sales results and financial performance reports
- Develop and adhere to the budget
- Strong cross-functional collaboration and partnership with legal and accounting teams
- Oversee creative production (US consumer optimised marketing content)

Required Skills and Knowledge:

- Track record of successful product launches, particularly new-to-market (ideally in the nutraceutical industry)
- Agile, entrepreneurial and highly adaptive mindset
- Proven leadership skills in a combination of commercial roles
- Ability to deliver results in complex and ambiguous environment
- Strong project management skills to execute on product strategy
- Ability to build effective working relationships with stakeholders
- Passion for customer engagement and previous experience in the context of commercial projects and sales

If you would like to join us in introducing MigraKet to American customers, please provide a **CV** detailing your relevant experience, **motivation statement** and a **list of references** to info@keto.swiss.

What we offer

- Competitive salary & ESOP
- Joining a dynamic and passionate leadership team
- Creative and flexible work environment