

Interested Parties should contact:  
Keith Ryan [kryan@geneousbiomedical.com](mailto:kryan@geneousbiomedical.com)  
508 359 4120



<b>Position</b>	<b>Chief Commercial Officer</b>
<b>Location</b>	<b>Boston, MA</b>
<b>Reports to:</b>	<b>CEO</b>

---

### **1. Commercial Operational Planning**

- a. In concert with other Executive Team members, the CCO creates long term strategic and annual operating plans that support strategic direction in digital therapeutics and correlate with annual commercial revenue, marketing and sales operating budgets; maintains and submits updated annual and revised plans to the Executive Committee and then the BOD for approval.
- b. Collaborates with the Executive Team to define and articulate the organization's revenue generation, marketing and sales plans and to develop strategies and action plans for achieving that vision.
- c. Develops and monitors strategies for ensuring effective scale up and the sustained revenue generation, marketing and sales of the organization's product platform.
- d. Provides vital market/consumer feedback on product platform to product development. Key contributor to Product Development and Operations – Customer Experience.
- e. Develops future leadership within the organization.

### **2. Commercial Management**

- a. Promotes a culture that reflects the entire organization's values, encourages good performance, and rewards productivity.
- b. Oversees the commercial operations of organization and manages its compliance with legal and regulatory requirements.
- c. Creates and maintains procedures for implementing revenue generation, marketing and sales plans approved by the Executive Committee and the Board of Directors
- d. Ensures that Commercial staff and Executive Committee have sufficient and up-to-date information.
- e. Develops the KPI's, evaluates and reports the commercial organization's and the staff's performance on a regular basis
- f. Assures commercial program quality and organizational stability through development and implementation of standards and controls, systems and procedures, and regular evaluation.
- g. Assures an operational work environment that recruits, retains and supports quality staff and volunteers. Assures process for selecting, development, motivating, and evaluating all commercial staff and volunteers.
- h. Recommends commercial, marketing and sales staffing and financing to the Executive Committee. In accordance with Executive Committee action, recruits personnel, negotiates professional contracts, and sees that appropriate salary structures are developed and maintained.

### **3. Integration with Financial Planning and Management**

- a. Works closely with CFO and Financial staff in developing annual commercial budgets that support operating plans and submits budgets for EC approval.

Interested Parties should contact:  
Keith Ryan [kryan@geneousbiomedical.com](mailto:kryan@geneousbiomedical.com)  
508 359 4120



- b. Prudently manages the organization's resources within budget guidelines according to current laws and regulations.
- c. Ensures that staff practices all appropriate revenue generating accounting procedures in compliance with Generally Accepted Accounting Principles (GAAP).
- d. Provides prompt, thorough, and accurate information to keep the EC appropriately informed of the progress toward all commercial objectives and KPIs.

#### **4. Human Resources Development and Management**

- a. Recruitment and contracting of company and project staff.
- b. Employee development, and training.
- c. Policy development and documentation.
- d. Employee relations.
- e. Performance management and improvement systems.
- f. Employment and compliance to regulatory concerns and reporting.
- g. Company-wide committee facilitation including planning, production, staff and financials.
- h. Executive Committee, including arranging meeting presentations and agendas, attending and recording meetings.

#### **5. Commercial Community Relationships**

- a. Serves as one of the primary spokesperson and representatives for the organization in all commercial settings.
- b. Assures that the organization and its mission, programs, and services are consistently presented in a strong, positive image to all relevant stakeholders
- c. Actively advocates for the organization, its beliefs, its product platform, vision, mission and its programmatic efforts
- d. Acts as a liaison between the organization and the commercial community, building relationships with peer and patient advocacy organizations when appropriate, media, press and all stakeholders.
- e. Marketing, communications and outreach as well as sponsorship activities.
- f. Acts as an advocate, within the public and private sectors, for issues relevant to company's product applications, services and constituencies.
- g. Listens to customers, volunteers, stakeholders and the community in order to improve product platform services and generate community involvement. Assures community awareness of company's response to community needs.
- h. Initiates, develops, and maintains cooperative relationships with key constituencies.

#### **6. Investment Solicitation**

- a. Serves as one of the key- primary persons in investor relationships and a potentially a key primary person to make one-on-one investment solicitations.
- b. With the CEO and EC. Develops investment strategies and supports in investment activities.
- c. Oversees staff in the development and implementation of investment plans that support strategies adopted by the Executive Committee.

Interested Parties should contact:  
Keith Ryan [kryan@geneousbiomedical.com](mailto:kryan@geneousbiomedical.com)  
508 359 4120



- d. Promotes programs and services that are produced in a cost-effective manner, employing economy while maintaining an acceptable level of quality.
- e. Participates actively in identifying, cultivating and soliciting investor prospects.
- f. Assures the availability of materials to support solicitation.
- g. Assures the development and operation of investment management reports for quality decision-making.

#### **7. Mission, Policy & Planning**

- a. Helps the EC determine company's values, mission, vision, and short- and long-term goals.
- b. Helps the EC monitor and evaluate company's relevancy to the community, its effectiveness, and its results.
- c. Helps the EC articulate its own role and accountabilities and that of its committees and individual members, and helps evaluate performance regularly.
- d. With the EC, focuses CEO attention on long-range strategic issues from the many commercial perspectives.
- e. Keeps the CEO and EC fully informed on the condition of the commercial, marketing and sales organization and on all the important factors influencing it.
- f. Identifies problems and opportunities and addresses them; brings those which are appropriate to the CEO and BOD and/or its committees; and, facilitates discussion and deliberation.

#### **Qualifications:**

#### **Requirements:**

1. A Bachelor's Degree is required with a minimum of 10 years' experience in a senior marketing and sales position and 5 years in a senior operations role in a rapid growth oriented consumer electronics and/or software application industry leader.
2. Candidate should have demonstrated facility to capture and expand new high growth markets particularly in competitive health and wellness or education markets.
3. Fully conversant and demonstrated capability to market using digital advertising, social media strategy and direct response marketing tools.
4. Demonstrated resourcefulness and abilities to work in a development stage company with limited resources, agility, flexibility and 'can do' ability to execute on her/his own for high rewards.
5. Strategized and built on his/her initiative or through teamwork major new market for a consumer electronic device and/or health and wellness products.
6. An MBA is desirable.
7. Strong software and hardware technology orientation
8. Knowledge of fundamental biology and healthcare system.
9. As chief commercial officer, this individual demonstrates critical competencies in four broad categories: commitment to results, business savvy, leading change, and motivating.

Interested Parties should contact:  
Keith Ryan [kryan@geneousbiomedical.com](mailto:kryan@geneousbiomedical.com)  
508 359 4120



**Commitment to results:**

The CCO is a systems thinker who is customer focused and goal driven. This individual identifies relevant information and helps transform this information into individual and organizational knowledge and learning. The CCO is action oriented and innovative. S/he translates broad goals into achievable steps. S/he anticipates and solves problems and takes advantage of opportunities, is a self-starter and team player.

**Business savvy:** A key company leader, this CCO position requires an individual with knowledge of and experience in management, administration and investor relations. The position requires demonstrated experience in integrating and coordinating diverse areas of management.

Knowledge in the following areas is required: human services finance and personnel; oral and written communications; planning and evaluation; and governance.

Some experience in the fields of consumer electronics, digital advertising, media relations, SW and HW applications, gaming, education, psychology healthcare, Bio-Pharma, clinical data and analytics and medical outcomes, governance, and community relations is preferred. Some excellent experience in public speaking, in investor relations and in solicitation of funding sources is also desired.

**Communications:** A high level of personal skills is required to make formal, persuasive presentations to consumer and advocacy groups and to deal effectively with people from all stakeholder segments of the consumer, education and healthcare communities. Along with other members of the EC, occasionally represents the organization for civic and professional association responsibilities and activities in the local community, the state, and at the national level. (Other executive leaders bear responsibility for these ventures as interested or assigned as well.)

**Leading Health and Wellness Market Change:** The CCO possesses the skills motivation and implements the functions of a leader. S/he shares values, mission and vision. S/he consistently displays integrity, models behavior, develops people, and builds teams. This individual deals effectively with demanding situations and designs and implements interventions.

**Strategic Commercial Planning:** Actively participates in formulating and facilitating development and implementation of the strategic planning process that guides the direction of the business or organization. Overseeing the complete operation of a commercial organization in accordance with the direction established in the strategic plans.

**Competitive Landscape:** Maintaining awareness of both the external and internal competitive landscape, opportunities for expansion, customers, markets, new industry developments and standards, and so forth.