

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



**CHIEF EXECUTIVE OFFICER**

**Boston, MA area**

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**RESPONSIBILITIES:**

**1. Planning**

- Creates long term strategic and annual operating plans that support strategic direction in digital therapeutics set by the board and correlate with annual operating budgets; submits annual and revised plans to the board for approval.
- Collaborates with the board and shareholders to define and articulate the organization's vision and to develop strategies and action plans for achieving that vision.
- Develops and monitors strategies for ensuring the long-term financial viability of the organization.
- Develops future leadership within the organization.

**2. Management**

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

**3. Financial management**

- Oversees staff in developing annual budgets that support operating plans and submits budgets for board approval.
- Prudently manages the organization's resources within budget guidelines according to current laws and regulations.
- Ensures that staff practices all appropriate accounting procedures in compliance with Generally Accepted Accounting Principles (GAAP).

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- Provides prompt, thorough, and accurate information to keep the board appropriately informed of the organization's financial position.

#### **4. HR management**

- Recruitment and contracting of company and project staff.
- Employee development, and training.
- Policy development and documentation.
- Employee relations.
- Performance management and improvement systems.
- Employment and compliance to regulatory concerns and reporting.
- Company-wide committee facilitation including planning, production, staff and financials.
- Board of Directors, including arranging meetings and agendas, attending and recording meetings.

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

- Serves as the primary spokesperson and representative for the organization
- Assures that the organization and its mission, programs, and services are consistently presented in a strong, positive image to relevant stakeholders
- Actively advocates for the organization, its beliefs, and its programmatic efforts
- Acts as a liaison between the organization and the community, building relationships with peer organizations when appropriate
- Marketing, communications and outreach as well as sponsorship activities.
- Acts as an advocate, within the public and private sectors, for issues relevant to company's services and constituencies.
- Listens to clients, volunteers, stakeholders and the community in order to improve services and generate community involvement. Assures community awareness of company's response to community needs.
- Initiates, develops, and maintains cooperative relationships with key constituencies.

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

- Serves as a primary person in investor relationships and a primary person to make one-on-one investment solicitations.
- Develops investment strategies with the board and supports the board in investment activities.
- Oversees staff in the development and implementation of investment plans that support strategies adopted by the Investment Committee.
- Oversees staff in the timely submission grant applications and progress reports for funders, where applicable.
- Promotes programs and services that are produced in a cost-effective manner, employing economy while maintaining an acceptable level of quality.
- Oversees the fiscal activities of the organization including budgeting, reporting and audit.

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- Works with Board to ensure financing to support short- and long-term goals.
- Assures an effective investment development program by serving as the chief investment officer or hiring and supervising an individual responsible for this activity.
- Helps guide and enable the Board, its investment development committee(s) and its individual Board members to participate actively in the investment development process.
- Participates actively in identifying, cultivating and soliciting investor prospects.
- Assures the availability of materials to support solicitation.
- Assures the development and operation of investment management reports for quality decision-making.

#### **9. Legal Compliance**

- Assures the filing of all legal and regulatory documents and monitors compliance with relevant laws and regulations.

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

- Helps the Board determine company's values, mission, vision, and short- and long-term goals.
- Helps the Board monitor and evaluate company's relevancy to the community, its effectiveness, and its results.
- Helps the Board articulate its own role and accountabilities and that of its committees and individual members, and helps evaluate performance regularly.
- Works with the Board President/Chair to enable the Board to fulfill its governance functions and facilitates the optimum performance by the Board, its committees and individual Board members.
- With the Board Chair, focuses Board attention on long-range strategic issues.
- Manages the Board's due diligence process to assure timely attention to core issues.
- Works with the Board officers and committee chairs to get the best thinking and involvement of each Board member and to stimulate each Board member to give his/her best.
- Keeps the Board fully informed on the condition of the organization and on all the important factors influencing it.
- Identifies problems and opportunities and addresses them; brings those which are appropriate to the Board and/or its committees; and, facilitates discussion and deliberation.
- Informs the Board and its committees about trends, issues, problems and activities in order to facilitate policy-making. Recommends policy positions.
- Keeps informed of developments in human services, competition, market, governance, and investment development activities.
- Works with legislators, regulatory agencies, volunteers and representatives of the key stakeholders sector to promote legislative and regulatory policies that encourage a healthy community and address the issues of company's constituencies.

#### **Qualifications:**

Requirements:

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1. A Bachelor's Degree is required with a minimum of 10 years' experience in a senior marketing 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 social media strategy and direct response marketing tools.
4. Demonstrated resourcefulness and ability to work in a development stage company with minimal resources, agility, flexibility and can do ability to execute on her/his own.
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 executive officer, this individual demonstrates critical competencies in four broad categories: commitment to results, business savvy, leading change, and motivating.

**Commitment to results:**

The CEO 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 chief executive 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:** As company's leader, this 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 field of healthcare, Bio-Pharma, clinical data and analytics and medical outcomes, governance, and community relations is preferred. Some excellent experience in investor relations and solicitation of funding sources is also desired.

**Communications:** A high level of personal skills is required to make formal, persuasive presentations to groups and to deal effectively with people from all stakeholder segments of the healthcare community. 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.)

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**Leading Change:** The chief executive possesses the skills 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.

**Motivating:** The chief executive manages continuity, change and transition. This individual knows how to influence and enable others. S/he addresses the impact of attitude and action on the organization and its stakeholders.

**Board Relations:** Soliciting advice and guidance, when appropriate, from a Board of Directors.

**Strategic Planning:** Formulating and facilitation development and implementation of the strategic planning process that guides the direction of the business or organization. Overseeing the complete operation of an 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.

- Representing 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.)
- Demonstrating the leadership necessary to make the organization's mission a success. This leadership includes providing leadership vision, leadership that attracts followers, and all other aspects of successful leadership.