



Vice President of Marketing

About Podimetrics:

Founded in 2011 by a physician and engineers from MIT and Harvard, Podimetrics set out on a mission to improve patient lives through early detection and prevention of diabetic foot ulcers, the leading cause of lower limb amputations. Podimetrics has since evolved to become a rapidly growing virtual care management company with advanced technology and patient-centered services.

Today, Podimetrics **teams** with and provides **solutions** to patients, payers and providers that **alleviate** the health and financial implications of diabetic foot complications in **high-risk populations**.

We are a **mission driven, financially responsible** enterprise that enables patients to stand on their own feet and live more independent and fulfilling lives. Our financial viability is directly tied to our ability to help payers and providers solve the complex clinical and financial implications related to serving patients in this high-risk population.

Description:

As VP of Marketing within Podimetrics, you will have the opportunity to lead all of our marketing activities related to serving our three primary customers: patients, providers, and payers. We are a customer first company and work backwards from our customers, focusing on their needs and defining how our solutions can help each of them.

Our primary goal is to open unfettered access to our products for our patients. This means carrying our value proposition to patients, payers and providers and being able to clearly articulate the unique value for each of these audiences in a way that compels them to become a part of the extended Podimetrics team.

You will work closely with our sales teams to help drive adoption, and market penetration across all through constituents and help us further expand across the Veterans Health Administration and private health plans across the country. You will also be responsible for building your go-to-market initiatives across functional teams to help scale our business.



Ideal Candidate:

Our ideal candidate is a mission driven, team oriented, leader with significant experience in healthcare marketing, supporting business-to-business models, and managing as well as executing marketing efforts to patients, payers and providers. This position will report to the Chief Executive Officer and will be responsible for leading all marketing efforts company wide. You will play a significant role in shaping the company's strategic planning and will ensure that the Marketing department's activities contribute to our company's long-term success.

Roles & Responsibilities:

- Build and execute a holistic marketing and brand strategy in conjunction with our sales teams to accelerate the growth of our business.
- Build and execute a content marketing plan to support the growth of "top of funnel" sales activities.
- Implement the necessary marketing "tech stack" to enable ongoing automation and measurement of key marketing priorities and activities.
- Build and maintain a set of standard KPI's to determine the success of each marketing program and function.
- Assist in coordination of all media contact and ensure the company consistently gets the appropriate print and digital coverage.
- Build, manage and work closely with our public relations firm partners to ensure that campaigns are staying on track and being well received by the public.
- Develop company branding and marketing policies and communicate these policies to the entire organization and make sure we as a company are following the guidelines.
- Maintain editorial control on all marketing and public relations collateral released on behalf of the company.

Qualifications:

- 10+ years of marketing experience as a VP or Senior Director working in a b2b Health Care Environment.
- BA/BS degree or equivalent work experience
- 5+ years of experience successfully supporting, building and executing go-to-market plans for medium and large health care accounts

Podimetrics is committed to a diverse and inclusive workplace. We are an equal opportunity employer and do not discriminate on the basis of race, national origin, gender, gender identity, sexual orientation, protected veteran status, disability, age, or other legally protected status.