



BRIGHT is a consumer health and wellness company fast-tracking scientific research to create products and platforms for brain health. We inspire people to adopt healthy lifestyles and habits to maintain wellness and prevent physical and cognitive decline. We are mission-driven to beat Alzheimer's disease and preserve memories.

- BRIGHT values inform everything we do, from product strategy, to marketing, to team-building, and decision-making.
- Customer experience comes first. We are maniacal about the design of every touchpoint with a user-centered mindset.
- Fast-tracking scientific solutions - Be first to market with accessible solutions that meet user needs. We are continuously innovating and improving and we admit to making some mistakes along the way.
- Balancing collaboration and autonomy. Empower teams of smart players - Hire the best and get out of the way. Everyone shares the mission. We are capable, competent and scrappy. That's how we get ahead.
- Always assume good intent. "Wisdom comes from experience. Experience often comes from lack of wisdom."

VP Business Development-Consumer HealthTech

VP Business Development develops and executes partnerships and specialty sales channels resulting in a robust and high-performing pipeline for a hardware lead, content driven health and wellness business. We are seeking a dynamic, entrepreneurial, self-starter with a proven track record in consumer wellness, health tech and longevity sales. This is a new position to promote and sell our products and platforms in the United States and Canada.

RESPONSIBILITIES INCLUDE:

Planning and Execution

- Develop and execute a new client acquisition strategy that creates profitable sales channel expansion in the consumer health and wellness business vertical.

- Generate high quality leads through spearheading strategic outbound prospecting, networking, and leveraging marketing levers
- Lead the end-to-end sales process, designing custom client solutions based on excellent business and functional diagnosis
- Participate in the review, analysis and evaluation of potential partnerships
- Conduct and compile research, sales data and competitive data for opportunity assessment
- Nurture pipeline through mix of in-person, phone, video and email communication
- Work with legal and accounts payable for the approval, set-up and signing of opportunities
- Develop and scale sales opportunities that result in new business to exceed aggressive quarterly growth targets
- Proactively monitor performance against monthly and quarterly goals, and communicate progress with cross functional teams.

COLLABORATION

- Partner with leadership, eCommerce and Customer Engagement Team to define and optimize a sales process, material creation and optimization, and department strategy.
- Closely partner with Digital and Operations Teams to ensure seamless integration and client on-boarding
- Collaborate with the CMO and VP of Demand Generation on strategies to maximize lead generation.

The Successful Candidate will be or have:

- Bachelor's Degree
- 7+ years of business development, and or sales experience
- Proven experience in identifying high potential prospects and closing
- Expert in relationship building and communication
- Excellent organizational skills
- Ability to understand client requirements and craft commercial solutions
- Utilize sales software (HubSpot) to track pipeline, revenue forecasts, as a repository for client needs, and resource hub
- Strong analytical thinker
- Detail oriented and can handle multiple tasks efficiently and effectively
- Self-starter who takes initiative on potential leads
- Exemplary written and verbal communication skills

Contact careers@getmebright.com

Visit www.getmebright.com