



Ava is a digital health company with the aim to revolutionize women's health. The company is headquartered in Zurich, Switzerland with offices in San Francisco and Hong Kong and partner offices in Belgrade and Makati. Our wearable device, smart app and proprietary predictive algorithms empower women by giving them unique clinically researched insights and personalized data about their menstrual cycle, fertile window, and pregnancy delivered in a way that's convenient and non-invasive. Ava is a global, award-winning brand with strong social network communities. Our current key markets include USA, Canada, Germany, Switzerland, Spain, UK, and Hong Kong.

Would you like to join us on our challenging adventure? We are looking for a seasoned, data driven leader to define our brand vision and coordinate successful execution. You will be responsible for developing a successful startup into a highly visible and influential global brand for a company that is redefining the future of women's health technology, with solid insight backed by market research. This role reports to the VP Marketing & Sales and leads our global brand team.

Brand Director – Global

Location: San Francisco, USA OR Zurich, Switzerland with frequent travel (we will not consider remote candidates)

Responsibilities:

- Define brand direction based on data, ensuring consistency and alignment across teams, global markets, and marketing channels including social media, print, TV, and digital
- Lead development of relevant marketing & communication material for our Healthcare Care Provider (HCP), Employer, Payer, Retail and B2B team in the global marketing initiatives
- Coordinate communication and campaign strategy for new product launches, as well as go-to-market initiatives
- Test our messaging and touchpoints: A/B test our website, ads, messages and other forms of communication. Take data-driven decisions for our communication.
- Conduct market research and brand perception/awareness surveys to understand and improve performance of key marketing activities
- Provide insights and guidance on brand, market and customers to all internal audiences
- Translate global customer research into actionable insight across the marketing team, determining the most effective communication and sales strategies for individual markets based on unique demographics and brand perception
- Drive and collaborate with the clinical and R&D team on claim and messaging development
- Ensure regulatory compliance across all marketing and brand communication
- Lead the global brand team (PR, Communications, Visual Design, Content, Community) and ensure alignment with the channel owners (D2C, Healthcare, Employers and Retail)

About you:

- Passion for Ava, our community, and our mission to advance women's healthcare
- Alignment with our company values
- Solid academic and marketing background with 8+ years of brand strategy & coordination experience for a global brand (agency or company facing)
- Prior experience working with a global brand and know-how in what it takes to define a brand across continents (Ava is active in Asia, Europe & America)
- Strong communication and project management skills – you aren't afraid of timelines, can align a cross-functional, international team on large projects and feel comfortable speaking to both internal and external audiences



- Prior experience in leading a brand team of 10+ people in several locations and continents and successful track record of managing external partners and service providers
- Experience in a regulated industry and the health / medical device industry and knowledge of relevant norms and guidelines (ISO 13485) a big plus
- Demonstrated ability to navigate ambiguity, drive change and operate effectively in a rapid growth, fast-paced, results-oriented; experience in a start-up environment a big plus
- Highly analytical, and data driven personality, with a thorough understanding of analytics tools to track and improve your metrics
- Ability to easily and intuitively translate customer insights into a winning positioning and brand strategy and willingness to prove your points in discussions with clear metrics
- Entrepreneurial drive and commercial mindset – you thrive in a fast-paced, results-oriented, sometimes messy start-up environment and aren't afraid to be measured by global revenue targets
- Fluent in English. Additional languages (especially German/French/Spanish) are a big plus
- Willingness to travel to our different offices and locations (20%+)

Would you like to contribute to a highly motivated team, with a lot of space for your own initiatives? If yes, please apply online or send your complete application to recruiting@avawomen.com.

We appreciate that you share our excitement for Ava. Please be aware that only fully documented applications (resume & motivation letter) can be considered. Please note that this role is based in our San Francisco or Zurich office; we will not consider remote candidates.

Ava – Revolutionizing women's health

Lea von Bidder, VP Marketing & Sales

Should you not hear back from us within 3 weeks your application has unfortunately not been successful for the respective role.