



Entrepreneur-In-Residence – Product Marketing for Health Apps and Wearables

You are a seasoned leader and who has founded, led, and exited a startup or small business. You are searching for your next opportunity to lead a high-growth startup and are eager to join on the “ground floor.” You thrive in a rapid-pace environment and on developing clarity within an atmosphere of uncertainty. You possess specialized knowledge, experience and relationships within a relevant target industry.

Entrepreneurs-In-Residence (EIRs) at Topspin Labs are a vital part of the interim management team for specific new ventures. EIRs are positioned to become part of the permanent management team for each spinoff venture upon full capitalization. During a venture’s incubation—a period that lasts a few months—EIRs guide the spinoff company through its startup stages, leading the development of initial products and services, establishing initial customer relationships, and iterating to the business model. EIRs are both leaders and doers, whose diverse skills allow them to execute and create value with lean teams and limited support personnel. EIRs also help to secure financing and find other long-term personnel to lead the post-incubation company.

EIRs are generally the top candidates to become the permanent/long-term CXOs for the spinoff venture after full capitalization.

Industry Opportunity: Topspin Labs seeks an EIR who has deep experience in product marketing of software-based technologies. We have a strong preference for candidates with experience **marketing mobile health apps and health wearables**. Critical experience of the EIR includes the development and execution of large-scale B-to-C consumer marketing campaigns. Experience with large corporate sales may also be beneficial.

Required Experience and Skills:

- Experience launching, growing, and exiting one or more companies in the relevant industry
- Versatile skills and hands-on capabilities for creating value within an organization
- An established network of potential customers and/or partners within the relevant industry
- Diligent and organized management skills; an inspiring leader and articulate speaker and writer

Compensation:

- EIRs are hired by Topspin Labs for an incubation that lasts approximately 4-6 months. During this time, EIRs take a leadership role in the spinoff venture’s early startup activities and capital raise. After capitalization, the EIR may transition to an executive team role in the portfolio company.
- During the incubation stage, EIRs are paid a monthly cash stipend for their time
- This is a 1099 independent contractor position during the launch stage
- A primary benefit of this position is the opportunity to have a founding role among the permanent management team of the new company