



## Head of Marketing Opportunity with UCAN – A Revolutionary Nutrition Company

**UCAN Overview:** The UCAN Company was founded as a parents' quest to help their child manage life threatening episodes of blood sugar imbalances. The solution for this child has now grown into a Consumer Nutrition company that is revolutionizing nutrition for athletes and health conscious individuals. UCAN's IP-based products, based on the new unique carbohydrate SuperStarch, is being used by a varied group- more than 3 dozen NFL, NBA and NHL teams and over 350 teams at more than 80 colleges; runners and triathletes are posting their PRs with steady energy without the ill effects of sugar or stimulants; thousands of personal trainers across the country are helping their clients improve their diets, lose weight and transform their bodies. Everyone is seeking energy and the nutrition industry has always relied on sugars as the primary source of energy. Here is our opportunity and yours to redefine energy – Smarter Steady Energy that is healthy, effective and authentic with the potential for us to build UCAN into a globally recognized brand.

**Position Description:** We seek a Marketing Head who will lead all efforts to dramatically increase brand awareness of our unique technology and our products and build the support plan for accelerating growth across the U.S. This individual will have a strong command of all aspects of brand and digital marketing, with an emphasis on developing programs with quantifiable objectives to measure results.

**The UCAN Attitude:** We are deeply committed to an important cause at UCAN, determined to execute and achieve an extraordinary outcome. We are a team of individuals with a certain attitude – a UCAN attitude – and work ethic. We are go-getters, independent, self-starters, and operators. We love UCAN, and we love spreading the word, getting many to experience the health and fitness benefits of using it. We are looking for others with similar thinking to join us on our journey.

### **Candidate Experience and Characteristics:**

- 5+ years of experience leading business and marketing initiatives OR experience working in building a strong consumer brand from start through growth.
- You must have deep experience in marketing, especially in building a strong e-commerce business with digital marketing and social media experience
- You've scaled an amazing consumer brand, defining the strategy, the identity and the execution which has been loved globally by many
- You've optimized marketing channels and spend according to rigorous metrics on investment return
- You've built marketing plans, and accurately forecasted opportunity and growth for business lines driven by those plans
- You've interacted with, supported and grown passionate online and influencer communities
- Passionate about team development and growth
- Know when to say "no" to merely good projects in the pursuit of greatness

**Location of position:** Company Headquarters in Woodbridge, CT preferred but open to remote working arrangements. Please send resume and/or description of background and experience and any questions to [info@ucanco.com](mailto:info@ucanco.com).