**Chief Commercial Officer/VP Commercialization**

**Background:**

Frontier market procurement of medical equipment is broken. The numbers illustrate this market failure. Low- and middle-income markets around the world represent a significant and rapidly growing medical equipment market - over $130 billion dollars, growing at 6% per year.  Yet only 13% of medical equipment manufacturers have any presence in these markets. The result: healthcare providers are left with unmet demand for the tools they need to deliver quality healthcare to more than 5.8 billion people. In turn, medical equipment providers are missing out on the fasting growing segment of their target markets.

VIA is closing the gap between unmet demand in emerging economies and the medical device suppliers needing to reach global markets. By enabling access to the products that enable quality healthcare, we have opened new opportunities for suppliers, while bringing critical, high-quality care to the world’s developing economies. To date, we have touched the lives of over 2 million people in 78 countries, solving access inequities around the globe and changing how medical equipment is purchased.

**Why your role matters:**

The Commercial Officer role supports VIA’s organizational mission to create universal access to the tools that enable quality healthcare in underserved markets, by ensuring that the greatest number of customers receive the information and services they need to make a purchase decision and the products their communities require for the delivery of appropriate care. In this role you will be responsible for leading the company’s diversified revenue streams and have direct oversite over all commercial activities, with a heavy emphasis on digital tools that support e-commerce, and functional expertise including sales strategy, customer acquisition, pricing, and customer satisfaction.

**What does success look like?**

The Commercial Officer is responsible for leveraging e-commerce, B2B sales, and healthcare best practices to develop and execute on the strategy to dramatically increase GMV, drive continuous improvement of transaction conversion rates, and develop diversified monetization strategies to support feature development and increase the lifetime value of VIA customers while working with domain experts in logistics and fulfillment, finance, advertising, and data analytics. Ensuring that based on empirical data our customers are receiving the services and information needed to make informed purchase decisions at scale, while efficiently and reliably getting the products they need.

The role has three key functions: 1) own the monetization process and rapidly increase conversion and value of customers that engage with VIA, collaborating with others in the organization to ensure that the customer voice is represented in all our service offerings, and that we meet stakeholder needs, grow and strengthen stakeholder relationships, and increase our impact and reach, and 2) leverage data driven strategies and globally scalable tools to continuously improve customer outcomes and conversion to sale, of both products and services, and inform the development of new globally scalable tools, features and services that improve the purchasing experience on VIA, and 3) scale and manage a geographically diverse team that supports the goals of the company.

**What we’re looking for:**

A business shark driven by impact – do you love selling ideas and products? Developing business plans, growing gross margin, and delivering results in dollars and lives touched? Believe that a path to oversized impact is through an efficient and effective sustainable growing business?

Passion around better understanding and serving customers. Meet key customers to understand how we can serve them better and what job they hire us for so that we can increase VIA’s value to them. Excel in the world of digital platforms and e-commerce to peel back the layers of sales, marketing and advertising data so that through the behaviors of the many we can better serve individuals at scale.

Someone who has walked this path before – have you built an e-commerce or digital services empire or a small but mighty team that drives oversized impact in sub-Saharan Africa? We do not want to reinvent the wheel but find someone with the experience and skill to rapidly optimize, build and grow VIA’s sales presence with an eye towards leveraging digital tools to enable scale.

It is great if you have worked at a big company like Jumia or Amazon. But have you built processes from the ground up? Are you the planner in your group that sets the course for any new adventure? Do you have experience translating strategy into execution and changing course as data requires it?

Are you detail-oriented, organized and highly professional, compassionate, and empathetic? Customers are trusting us with their money, businesses, and health of their friends and family.

Mission driven – we do something that is really hard, really well, and are looking for people who want to make their dent in the universe. Our vision is to ensure universal access to appropriate, affordable, healthcare equipment in underserved communities. That is core to our DNA.

**How to apply:**

Experience: 10+ years of business development experience in a digital world.

Location: Accra, Nairobi, or Cape Town. If you are interested in learning more, please send your resume and write to us at [careers@viaglobalhealth.com](mailto:careers@viaglobalhealth.com). In this email (no more than 200 words), please let us know why this job is a great fit for you, not only in terms of your qualifications but also answer the question, “why is now the right time in your career to join a start-up?”

Salary and title commensurate with experience, with an opportunity to grow as we continue to gain traction in the market. The ideal team member is exceptionally organized and detail-oriented, has a passion for solving complex problems with others, enjoys traveling off the beaten path (literally and metaphorically), is customer focused and data-driven, and passionate about having a global impact.

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.