



Orpyx Medical Technologies Inc.
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VP, MARKETING

FULL-TIME, CALGARY, ALBERTA, CANADA

ABOUT THE TEAM:

THE VIBE ATTRACTS THE TRIBE

The people at Orpyx are flexible thinkers and creative innovators. We come from a variety of backgrounds and carry a wealth of expertise in multiple industries, including medical, technology, software, marketing and finance. What we all have in common is an intense passion for the work we do. We have an extraordinary collection of talent that makes working here fun, unique and inspiring. Our hiring goal moving forward is to continue to build and grow a strong, effective team, while maintaining our friendly and innovative company culture.

Orpyx develops sensor-based wearable solutions to manage and mitigate diabetic foot complications. The SurroSense® PROTECT intelligent insole system is a novel, custom insole-embedded device used to empower people with diabetes to extend mobility by preventing dreaded diabetes-related complications such as foot ulcers and amputation. The insoles send feedback to an app-based display, alerting the wearer in real-time of dangerous plantar pressures, enabling them to adjust behavior immediately prevent damage from occurring.

THE OPPORTUNITY:

With FDA approvals secured, payor insurance codes approved and deployed, financing in place, and a distribution alliance created with the largest national US player, the key pieces are assembled to bring our product to market. Orpyx is seeking our first Vice President of Marketing to drive the brand strategy and launch Orpyx's disruptive technology into the marketplace.

The successful candidate will join our growing leadership team and dynamic and fast-paced start-up environment, report to the CEO, and work with cross-functional teams to raise market awareness and perception about Orpyx and our innovative SurroSense PROTECT intelligent insole system. Your core mission: to drive adoption of the system as the new standard of care in preventative diabetic foot management.

YOUR RESPONSIBILITIES WILL INCLUDE:

Reporting to the President & CEO, this key member of the executive team will manage all marketing activities that drive the achievement of revenue targets and corporate objectives. The successful candidate will:

- Lead development, implementation and execution of marketing strategies and plans with a key focus on the US market
- Be responsible for all marketing activities across all stakeholders in the Healthcare ecosystem - with a key focus on fluently creating materials and a story for all three key stakeholder groups: patients/customer, prescribers/physicians/clinicians, and payers.
- Establish and implement short and long-term departmental goals, objectives, policies and operating procedures
- Develop relationships with customers, opinion leaders and form internal cross-functional teams to obtain and provide technical, professional and managerial support for Orpyx's products
- Develop and lead the campaigns that drive awareness, sales leads and adoption by stakeholders
- Participate in international and corporate strategy and business development initiatives
- Work with the Orpyx sales department to develop or identify new product opportunities and bring them to commercialization
- Hire, coach, develop and manage the marketing team including: downstream marketing, medical marketing, payor marketing, consumer marketing, marketing communications and events management

- Lead the development of marketing and trade show materials
- Represent the company at various conferences and business meetings to promote the business and product portfolio
- Additionally, due to the ever-changing and sometimes chaotic environment of an early-stage high-tech company, the VP Marketing may assume additional roles and responsibilities as the company requires.

Travel required 25%+

The role is based in Calgary, AB but could be performed remotely from a major hub for the right candidate.

REQUIREMENTS:

The successful candidate will have deep (10+ years) marketing experience in the medical device and/or digital health spaces. A proven track record demonstrating a combination of leadership in corporate and/or product branding, messaging, product marketing, marketing, lead-gen campaigns and communications.

Experience with wearable technologies, sensor-based technologies, ISO 13485, and the US health insurance system is highly valued.

Skills

The successful candidate is a results-oriented, creative problem-solver and change-driver who anticipates trends, presents new ideas and leads on execution. He or she will enhance the dynamics of the executive team and demonstrate:

- imagination by creating a coherent vision out of existing and anticipated challenges
- a clear, compelling vision of where s/he wants to take the business and marketing function
- a willingness to learn quickly yet comprehensively
- a strong sense of urgency and achievement orientation to appropriately drive and support the rapid growth of the company
- the ability to influence decision-makers across functional groups and outside the company
- the ability to drive the development of marketing processes, tools, and campaigns and lead the marketing department in ensuring best practices are implemented and followed appropriate to stage of company's development
- proven self-motivation and ability to deliver under pressure
- strong communication and presentation skills and exceptional relationship management and stakeholder management skills
- the ability to thrive in a high-tempo, small and rapidly evolving, early-stage technology company environment

Education

Bachelor's degree or equivalent. MBA will be considered an asset.

Will consider relevant experience a substitute in some cases.

ABOUT ORPYX MEDICAL TECHNOLOGIES INC.

Founded in 2010, Orpyx Medical Technologies empowers people with diabetes to maintain mobility. Orpyx's core product line, the SurroSense® intelligent insole systems, help manage and prevent diabetic foot ulcers and limb loss through FDA cleared, advanced foot sensor technology and analytics. Orpyx's technology is used by researchers to access clinical-grade plantar pressure measurement data for health and human performance applications. Orpyx is focused on collaborating with stakeholders around the world to achieve a healthcare future that is prevention focused and sustainable in cost. Learn more at www.orpyx.com.

To apply, please submit your resume and cover letter in confidence to:
careers@orpyx.com

Orpyx is an equal opportunity employer.