

Job Specification Smart Maternity Sensor

- Company:** Lactive, Inc
- Position:** Founding CEO
- Location:** Silicon Valley, Seattle, San Diego (other locations considered)
- Product:** The company will develop a smart breastfeeding monitor that will measure milk supply from the mother and the level of infant's milk consumption. The technology is based on proprietary methods that monitors real-time changes in breast volume. The monitoring system is also integrated with a crowd sourcing software application that is designed to link mothers sharing the same experience. The prototype is currently under development in partnership with Washington State University for technical development and data analysis.
- Role:** Founding CEO will lead the spinout and commercialization of this technology as an independent company. The company will be provided with strong intellectual property, working capital, and a sensor prototype already under development. The CEO will be responsible for building out the management team, laying out the business strategy and successfully securing venture funding.
- Experience:** 5+ years of experience in commercializing technologies in software and/or hardware space. Experience with e-commerce sales and marketing in the maternity field is preferred. Proven record of commercializing technologies in maternity market is a bonus.
- Experience at a startup and successful track record in new business formation, early customer adoption and new product introduction is required.
- An aptitude to raise venture capital.
- Demonstrated experience in business development, particularly in a new category. Product creation is a key requirement.
- A can-do attitude and a willingness to "roll-up the sleeves" to get things done.
- International commercial experience is preferable and a willingness to travel.
- Education:** Bachelor's degree minimum in an engineering or science field. Master's degree and/or MBA or equivalent is a plus.
- Other:** Must be willing to travel to meet investors, customers, interviewing and recruitment of management team.
- Compensation:** Attractive, executive venture-backed company economics upon spinout, including significant founder's equity shareholding. Candidate will be hired as a contractor.