

Position: Head of Marketing – Nutrify Today (Genie Division)

Location: Mumbai, India (*Preferred*)

Experience: 8+ years

Industry: Pharma / Nutraceuticals / Wellness / FMCG

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### About Nutrify Today (Genie):

Given that the Nutraceutical industry is well on its way to become a \$100Bn force, Nutrify Today is at the fore front of this action by pioneering innovation, empowering upskill and nurturing partnerships in the nutraceutical and wellness ecosystem. We actively engage over 400 Pharma / Nutra & FMCH marketers, suppliers, Key opinion leaders across global strategic markets through 3 flagship platforms of the C-Suite Sumflex, Genie and Academy.

We are partners to numerous Governmental entities responsible for policy & regulation such as MOFPI, NIFTEM, FSSAI amongst others, as well as work closely on diverse projects for global industry partners such as Nestle, Haleon, Himalaya, Sun Pharma, Dr Reddys, Pharmavite and many more.

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### The Role

We are looking for a Head of Marketing to build and lead a high-performance marketing engine focused on:

- B2B demand generation (immediate priority)
- Brand & category leadership
- Future D2C readiness for product lines

This role requires a hands-on leader who can drive revenue-linked marketing outcomes, not just brand visibility.

### Key Responsibilities

#### 1. Marketing Strategy & Positioning

- Define and execute overall marketing strategy and GTM plans
- Own brand positioning, messaging, and category narrative for Genie
- Work closely with leadership to align marketing with business growth goals

#### 2. B2B Demand Generation (Core Focus)

- Build and scale pipeline through multi-channel marketing (LinkedIn, events, partnerships, content)
- Drive Account-Based Marketing (ABM) for enterprise clients
- Improve lead quality, conversion rates, and sales alignment
- Target stakeholders across Pharma, Nutraceutical, CDMO, FMCG ecosystems

#### 3. Content & Thought Leadership

- Build Nutrify Today as a credible industry voice
- Drive creation of high-value content (reports, webinars, POVs, whitepapers)
- Amplify leadership presence across digital and industry platforms

#### 4. Events & Ecosystem Marketing

- Leverage platforms like C-Suite Sumflex for demand generation
- Drive co-marketing partnerships and ecosystem visibility
- Convert events into qualified pipeline and revenue opportunities

#### 5. Digital & Performance Marketing

- Own website, SEO, paid campaigns, and marketing automation
- Optimize CAC, CPL, and conversion funnels
- Build structured lead nurturing and tracking systems

## 6. D2C Marketing Readiness (Future)

- Build roadmap for D2C product marketing and launch strategy
- Define consumer positioning, channels, and growth playbooks
- Prepare foundation for scalable D2C growth

## 7. Team Leadership

- Build and manage a lean, high-performance marketing team
- Establish clear processes, reporting, and accountability systems
- Collaborate closely with Sales, Product, and Leadership teams

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## KPIs / Success Metrics

### B2B Growth

- Marketing-driven pipeline contribution (₹ and % of total revenue)
- Cost per lead (CPL) and Customer Acquisition Cost (CAC)
- MQL → SQL → Conversion rates
- Number of high-value enterprise accounts engaged

### Brand & Demand

- Growth in CXO-level engagement and inbound leads
- Contribution of marketing to qualified deal flow
- Thought leadership visibility and ecosystem influence

### Digital Performance

- Website → lead conversion rates
- Campaign ROI and attribution
- Lead nurturing effectiveness

### D2C Readiness

- GTM readiness for D2C product lines
- Defined CAC/LTV benchmarks (post-launch)

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## Candidate Profile

### Must-Have

- 8+ years in B2B / growth / strategic marketing roles
- Experience in Pharma / Nutraceutical / Wellness / FMCG sectors
- Proven ability to drive pipeline and revenue via marketing
- Strong understanding of enterprise sales cycles and stakeholder engagement
- Ability to operate at both strategic and execution levels

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## What We Offer:

- Leadership ownership of a high-growth business unit with strategic autonomy.
- Opportunity to shape the future of a category-defining solution in the nutraceutical and wellness space.
- Competitive compensation, performance-linked rewards, and significant growth potential.
- Ecosystem visibility and influence through strategic partnerships, industry engagement, and thought leadership.

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**Note: As part of the selection process, shortlisted candidates will be expected to present:**

- Evidence of network-driven business achievements
- Sales funnel processes and closure methodology
- Leadership approach and team development success stories

