



## VP Marketing

### About Cala Systems, Inc.

Cala designs and builds intelligent heat pump water heaters that redefine the water heating industry. Combining advanced sensors, hardware, and predictive controls, Cala's system learns each home's unique hot water needs to improve hot water comfort, maximize savings, minimize carbon emissions, and provide first-of-a-kind features such as integrating with home solar and battery systems. Built by energy and hardware industry veterans and backed by leading climate and water investors, Cala will begin initial deliveries in the first half of 2025.

### The Role, At-a-Glance

You'll lead all marketing-related aspects of our business, with a specific focus on direct to consumer marketing. In this role, you'll develop and execute plans based on our business strategy; building and leading a team of internal and external resources.

### What Will I Do?

- Develop, implement, and continuously evolve performance-based marketing strategies for D2C acquisition and revenue growth
- Establish key leading and lagging metrics and manage the marketing team to consistently achieve these metrics
- Hire and manage all marketing resources
- Work cross-functionally with sales, manufacturing and engineering to launch and rapidly scale our revenue
- As a member of the management team, you will actively contribute in areas such as strategy, annual planning, culture, finance, and administration

### What Qualifications Do I Need?

- 12+ years of marketing experience, including significant time at a supervisory and senior management level in D2C marketing roles
- A broad set of leadership competencies that include strong communication and management skills, ability to drive business insights and analyses (personally and through others), ability to collaborate cross functionally, and effective planning and execution skills
- A demonstrated track record of achieving growth targets in the dynamic, experimental environment of D2C digital marketing
- An ability to effectively manage the analytical and creative aspects of marketing simultaneously
- An ability to identify what needs to be done and to proactively take action to achieve it, while communicating as appropriately to relevant stakeholders
- Ability to effectively manage multiple projects, requirements and competing demands in a fast-paced environment
- A high comfort level with technology and technical products
- Direct experience with HVAC, heat pumps, or similar products preferred

### Want to Learn More?

Please email [careers@calasystems.com](mailto:careers@calasystems.com) with your resume and thoughts on:

- Why are you interested in joining an early-stage company/how does this role fit with your goals?
- What's your proudest professional achievement?
- When the time comes for reference calls, what will your colleagues say about you?