



Marketing Director

Are you a proven technology Marketer looking for that once-in-a-lifetime opportunity with an entrepreneurial venture? Do you desire to use your exceptional marketing expertise to make a meaningful difference and to generate amazing success!

If so, we'd like to meet you!

Radish Systems, LLC, an innovative leader improving the way businesses communicate with smart mobile device users, has a fast paced, team-spirited, and rewarding entrepreneurial work environment. Radish 2.0's mission is to introduce and diffuse ChoiceView™, a new communications approach that is transforming how people use smart mobile devices to transfer information and complete transactions easily and quickly. Our co-founders, including Drs. Richard A. Davis and Theresa M. Szczurek, successfully built its predecessor, Radish 1.0, in the 1990s and created innovative communications software that became the *defacto* standard used by Fortune-100 companies, integrated into Microsoft Windows operating system, and shipping in 90 percent of off-the-shelf PCs, modems, and chip sets.

Responsibilities

Your overall purpose as Radish's marketing leader and member of the senior management team is to build and lead the marketing team to successfully launch and grow Radish Systems. You will:

- Develop and implement the marketing plan;
- Be accountable, through hands-on leadership, to raise the level of brand awareness, generate leads, build customer loyalty, ensure the right products are profitably delivered to solve real market problems, and support the sales organization in generating revenue; and
- Build and manage the marketing budget, systems, and organization, including product management, marketing research, and marketing communications.

What we're looking for in the right proactive A-player:

- Passion and can-do, positive attitude
- Proven record of success in planning, developing, and implementing creative 'go-to-market' B2B and B2C strategies which launched technology companies and products via major campaigns
- Knowledge of and connections within the mobile communications. software, and/or contact center marketplaces
- Demonstrated ability to effectively manage social media, digital marketing, and traditional marketing channels to quickly produce awareness, interest, desire, and action
- Highly effective communications, interpersonal, and people management skills
- Strategic thinking with ability to tactically execute with professional follow up within budget
- Entrepreneurial business sense with ability to generate new income-producing streams
- Computer literacy with office software, databases, social media, email, and the web
- Ability to prioritize, manage, and follow through on multiple projects / relationships

Employment

Immediate. *Start as part-time independent contractor and moves to permanent full time. Work virtually from current location or in/near Boulder, CO. May start with mostly an equity-only position and grow into salary and equity commensurate with experience.*

Application

Download and review the complete job description. Submit a letter of interest and resume at www.RadishSystems.com/careers. Please note that phone calls are not accepted.

Date Issued: Sept. 17, 2010 (open until removed from www.RadishSystems.com)