



**Job Opening:** Strategic Marketing Manager

**Job Location:** Solana Beach, California

### Company Description

Founded in 2008 by two Ironman triathletes, ElliptiGO Inc. ([www.elliptigo.com](http://www.elliptigo.com)) is the brand leader in the elliptical bicycle industry. Combining the best of running, cycling and the elliptical trainer, ElliptiGO bikes provide a fun, comfortable and effective workout experience that eliminates impact on joints while allowing people to enjoy the outdoors. The company's mission is to inspire people and improve their lives by leading the development of this new industry and the sport of elliptical cycling.

Our headquarters is in Solana Beach, California – the heart of the sports and active lifestyle industry. Something interesting happens every week at ElliptiGO, whether it's an Olympian stopping by to ride, a call from a celebrity who wants to get a bike, or a new record set by one of our athletes. Our products have been featured by dozens of major media outlets including *The Today Show*, *Good Morning America*, *The New York Times*, *The Wall St. Journal*, *Runner's World*, *Running Times*, *Competitor*, *Shape*, *Men's Journal*, and *Men's Fitness*, and we continue to attract media attention because of our success. In 2013, *Fast Company Magazine* named ElliptiGO the 6<sup>th</sup> most innovative company in fitness, behind Nike and Zumba and ahead of CrossFit and Strava. More than 100 elite athletes currently train on ElliptiGOs and they are in use at more than 120 Universities and High Schools across the country. Our products are available in more than 260 retail locations in the U.S. and in more than 20 other countries worldwide.

### ElliptiGO's Brand Values

- **Caring:** We genuinely care - about each other, our customers, the work we do, and living a healthy life.
- **Inspiration:** We are inspired by the impact we have on our customers' lives. We work to inspire our customers to become a better version of themselves.
- **Innovation:** Innovation is our lifeblood. Creating compelling solutions to our customers' problems is the fundamental reason why our company exists.
- **Integrity:** We believe in doing the right thing. We believe in creating products of the highest quality that are built to last. We stand behind our products and our people.
- **Fun:** We work hard and we play hard. We enjoy life and are committed to creating a work environment that is open, honest, collaborative, fun and family-oriented

### Job Overview

This is a mid-level position for an experienced marketer with the talent and skills to help elevate an already successful marketing team. We are looking for someone to lead the execution of the marketing plan and maximize the impact of our marketing resources to increase awareness and generate demand for ElliptiGO products. In addition, the Strategic Marketing Manager will support and help drive efforts to improve conversion across all sales channels. The marketing manager will work closely with the leadership team and sales team on a daily basis while coordinating the entire marketing function. This is a great opportunity for the right person to use a wide range of marketing and leadership skills in a fun, growing and energetic company.

In particular, we expect this person to have the following attributes:

- At least seven years of marketing experience, preferably at a branded consumer products company
- Extensive experience across all consumer marketing channels, especially digital/online, email marketing, event, guerrilla, and community building
- Applicable leadership experience and strong project management skills
- Excellent quantitative skills and expertise in data analysis using Excel
- Creative thinker with experience leveraging and integrating applicable technology
- Exceptional written communication and organizational skills
- Strong work ethic and willingness to take the initiative
- Passionate desire to contribute to the creation of this new sport and industry
- Authentic commitment to an active outdoor lifestyle is a requirement

Above all, this person must be a cultural fit.

### Compensation and Benefits

- Compensation: Base Salary + Annual Bonus Opportunity based on personal and company performance
- Opportunity to earn equity in the form of stock options
- Benefits: Very competitive healthcare package and other benefits

Apply via email to [jobs@elliptigo.com](mailto:jobs@elliptigo.com). **Please submit a resume AND a cover letter (.doc or .pdf format).**