

LifeStraw[®]

by VESTERGAARD

Head of Digital Channel Sales
Recruitment Profile
www.lifestraw.com

THE FOREST GROUP
6181 CLARK MOUNTAIN ROAD
LOTUS, CA 95651
530.344.0100
www.theforestgroup.com

MAKE CONTAMINATED WATER SAFE TO DRINK.

A SIMPLE IDEA.

A SIMPLE INTENTION.

A SIMPLE SOLUTION.

A REMARKABLY HUGE IMPACT.

THIS IS LIFESTRAW.

THE IDEA: LIFESTRAW'S BEGINNING.

The evolution of LifeStraw started in 1994 through a partnership with the Carter Center to develop a filter that could remove Guinea worm larvae from water it was contaminating. In 1999, the original nylon filter they designed was integrated into a more effective pipe filter. Today, more than 37 million LifeStraw Guinea Worm filters have contributed to the near-eradication of the disease.

In 1986 more than 3.5 million people suffered from Guinea worm. In 2016 there are only 25 cases. Once this number drops to zero, Guinea worm will be the first disease that will have been eradicated without the use of a vaccine. Inspired by the impact of the LifeStraw Guinea Worm filter, the team continued innovation to increase the level of microbiological protection that water filtration could provide to those without access to safe water. They worked to develop a product that could filter out virtually all of the microbiological contaminants that make water unsafe to drink. The result was LifeStraw technology, introduced in 2005 as a personal “straw-like” filter that removes bacteria and protozoa.

Since then, LifeStraw has become an industry leader in water filter and purification technology development and product design; working in the international development, emergency response and outdoor/active lifestyle markets. The portfolio of products has expanded to 10 filters and purifiers that meet the needs of many diverse markets and today LifeStraw can be found in more than 64 countries around the world. The next challenge that LifeStraw is tackling head is innovating and building on their experience, providing safe water to people in the most difficult environments, to design products that broaden protection for the North American home.

VESTERGAARD

LifeStraw is manufactured by Switzerland-based Vestergaard. Vestergaard is a family owned global health company dedicated to improving the health of vulnerable people, most of whom live in developing countries. Their game-changing solutions contribute to a healthier, more sustainable planet by fighting malaria, HIV/AIDS, diarrheal diseases and neglected tropical diseases. Additional company initiatives are focused on enhancing food security. Headquartered in Switzerland, Vestergaard has offices around the world where highly skilled staff members work with stakeholders to ensure global reach with local support. Vestergaard is proud to be a valued and trusted partner to governments, aid agencies, NGOs, faith-based groups and the private sector. While a part of the Vestergaard portfolio, it is important to note that the LifeStraw brand acts separately as its own business.

THE INTENTION: LIFESTRAW'S COMMITMENTS.

LifeStraw truly is a global company innovating game-changing solutions that contribute to a healthier, more sustainable planet. They are built on the foundation that doing good is good business and that we all have a role to play in improving the health and quality of life for people across the world.

LifeStraw is committed to redefining the safe drinking water space through technology innovation, product quality, design and programs that have measurable impact. In doing so, their work is driving sustainable access to safe drinking water by engaging governments, donors, and individual consumers to understand the problem and become an active part of the solution.

The easy-to-use filters and purifiers are designed to be a vital tool for some of the 780 million people who don't have ready access to safe drinking water. This leaves them at risk for diarrheal disease, which kills more than 1.5 million people every year.

LifeStraw technologies, products and safe water programs are driven by evidence. Furthermore, at LifeStraw they take a comprehensive approach to safe water programs – it's not just about access to safe water, it is giving people the tools to use it. It is not just about providing a water filter or purifier, it is about providing a safe water tool, training on how to use it, education on why safe water and sanitation is important and ongoing maintenance and support to ensure that a program has impact. With this in mind, LifeStraw implements the following program focuses:

SCHOOLS, CLINICS & COMMUNITY CENTERS

LifeStraw implements programs delivering safe water and hygiene and sanitation education.

HOUSEHOLDS

LifeStraw oversees programs delivering safe water at a household level.

DISASTER RESPONSE

LifeStraw is active in humanitarian disasters, working with partners to rapidly deliver long-term safe water solutions in disaster areas.

RETAIL

LifeStraw currently designs product for outdoor, emergency preparedness and, most recently, lifestyle markets.

Sales of LifeStraw products in the retail markets in North America, Europe and parts of Asia directly support the primary school based LifeStraw **Follow the Liters** program in Africa and Asia. This is not charity, or a one-for-one model, but a specific, transparent and measurable commitment to provide a primary student in Kenya or India safe drinking water for one year at school. This program groups funding from retail sales to be able to make 5+ year commitments to these primary schools with training, education and ongoing maintenance. Only this way can the **Follow the Liters** program translate into impact.

THE SOLUTION: HOW LIFESTRAW WORKS.

LifeStraw water filters and purifiers convert contaminated water into clean, safe drinking water. All LifeStraw products use hollow fiber membrane technology, either micro filtration or ultra purification. While the technology is the same, their products are designed to be fit for purpose. What a family in a developing country needs is different from what a school or clinic needs which again is different from what a trail runner or hiker needs. At LifeStraw, they design the highest quality filters and purifiers that meet the needs of the person that uses them.

TECHNOLOGY

The hollow fiber membrane technology is a type of filtration in which water is forced through the small pores of the membrane. Impurities and contaminants in water are larger than the membrane pores and therefore only safe water passes through the pores. This water is safe from bacteria and protozoa (in micro filtration products) and viruses (in the case of ultra-filtration products). This highly efficient method of filtration requires no chemicals, batteries, or moving parts, and can be back flushed to clean the filter.

PRODUCTS

The original LifeStraw products were originally developed for people living in developing nations and for distribution during humanitarian crisis. In 2011, LifeStraw took the same technology that they were using for developing country products and entered the outdoor sports and recreation market in North America and Europe. Today they are the market leader and most trusted brand in the outdoor market. Products can be broken down under the following two categories:

INTERNATIONAL HEALTH & DEVELOPMENT

- **LifeStraw- Family 1.0 & Family 2.0**

This product is a powerful, high-volume water purifier for use in homes without access to clean water from municipal sources. Family 1.0 has a filter capacity of 18,000 L and Family 2.0 has a filter capacity of 30,000 L.

- **LifeStraw Community**

This product is used for schools, clinics and community centers. This is an instant microbiological water purifier with a built in safe storage container that provides safe drinking water for up to 100 individuals per day. Ideal for use in community settings with no access to safe drinking water.

OUTDOOR & RECREATIONAL SPORTS

- **LifeStraw**

The original, ultra-light backpack and travel-friendly “straw” water filter.

- **LifeStraw Steel**

LifeStraw filter technology evolved with 2-stage filtration and a sleek, durable steel body.

- **LifeStraw Play**

The first water bottle with a 2-stage filter designed for kids.

- **LifeStraw Universal**

Bottle adapter kit that allows you to turn your favorite water bottle into a powerful water filter.

- **LifeStraw Flex**
One filter- 5 uses. This versatile two stage filter removes bacteria and protozoa while also reducing heavy metals including lead to NSF 53 standards for safe drinking water.
- **LifeStraw Go** (with 2 stage filtration)
Refillable water bottle with built-in LifeStraw filter technology for outdoor recreation and travel.
- **LifeStraw Mission**
Lightweight, compact, high-volume water purifier for campsites and backcountry expeditions.

LifeStraw products have received significant accolades since its original design was invented in 2005. Time Magazine named LifeStraw the “Best Invention of 2005.” In 2008, it won the Saatchi and Saatchi Award for “World Changing Ideas”. Esquire called LifeStraw the “Innovation of the Year” and Forbes noted that LifeStraw is “one of the ten things that will change the way we live.” In 2016 LifeStraw received the Outdoor Inspiration Award and most recently, on June 1, 2017, LifeStraw was honored with a Halo Gold award during the 15th annual Engage for Good conference. The Halo Awards honor businesses and nonprofits for doing well by doing good; they are North America’s highest honors for corporate responsibility and cause marketing. Looking at LifeStraw’s pattern of accolades so far it’s fair to say that as the LifeStraw portfolio continues to grow and evolve, continued positive responses are expected.

Three new products will launch in 2017 for the outdoor/active lifestyle retail market. Slated for 2018 are three more new additions for the retail and emergency response markets.

THE IMPACT: FOLLOW THE LITERS

At LifeStraw, they believe strongly in empowering the consumer. They believe that every consumer has a responsibility in making socially accountable buying decisions. The purchasing power of a socially conscious consumer can and will be disruptive in the way we as a society can address global problems like water. To this end, LifeStraw has implemented their **Follow the Liters** program to allow outdoor and sports enthusiasts in the US and Europe to engage with children in other countries that need the same thing – safe water. The program is concrete, understandable, specific, measurable and implemented with the same technology. With **Follow the Liters**, all of LifeStraw retail efforts and sales have a direct impact in developing countries: through the program, for every LifeStraw product sold, LifeStraw provides one child with safe water at school for a year in a developing country. The funds also support the comprehensive health education, quarterly follow-up visits, and routine maintenance that ensure the purifiers are used properly and have a real, sustained impact on the health of school children. As one of the largest private investors in safe water for schools globally, LifeStraw makes sure to fulfill their responsibilities to LifeStraw customers, vulnerable communities, and global partners.

As of February 2017, the **Follow the Liters** program implemented by the LifeStraw team have provided:

- Over 1,053 primary schools supported with safe water
- More than 7,000 LifeStraw Community filters delivered and installed
- Over 633,000 school children currently receiving safe water in school
- Over 20 million liters of safe water provided

This has been achieved solely on the last 3 years of retail sales in North America and Europe. In February 2018, the LifeStraw Follow the Liters program will reach 1 million children with safe drinking water programs.

Additionally, there is the **LifeStraw Safe Water Fund**. The Fund is managed by New Ventures Fund, a 501-c3 public charity, and is in place to allow individuals and organizations to engage in high-impact safe water programs, fund emergency response initiatives for natural disasters, crowd source individual donations, and host CSR programs for other companies.

THE OPPORTUNITY: HEAD OF DIGITAL CHANNEL SALES

Simply put, LifeStraw approaches safe water as a human right and not a luxury only afforded to some. Everyday more than 780 million people live without ready access to clean, safe water. While most of us need only to turn on the tap, there are those who walk miles just to fill a jug... for those who don't have easily accessible water, there is no guarantee that the water they struggle to find is safe for drinking.

There is a solution. LifeStraw's current and future product line and programs like **Follow the Liters** have been contributing to improved accessibility across the globe through their connection with governments, development organizations and by harnessing the power of their active consumer base. Over the next 4 years, the team at LifeStraw is focused on ambitious growth to expand their reach beyond their current markets. Providing better protection to their customers both inside and outside their homes is a high priority. LifeStraw's strategic focus will be on expanding their retail efforts in North America to drive their safe water impact internationally.

With the Flint Michigan water crisis last year and the growing uncertainty about our own tap water, it is not a stretch to see a need for LifeStraw products and technology in our very own homes. Becoming a common name in a retailer such as Home Depot or Costco is not a farfetched idea. LifeStraw wants to take this notion and turn it into a reality. We are seeking the architect to do so.

Understanding the problem is just one part of the equation. We seek a Head of Digital Channel Sales who is eager to be an active part of the solution.

THE DETAILS:

The Head of Digital Channel Sales for LifeStraw is a new role designed to build the eCommerce side of the LifeStraw business and further Vestergaard's mission. This is a very hands-on role in an entrepreneurial, European organizational culture with a small but quickly growing U.S. based staff. The role will focus on instilling best-in-class eCommerce and digital practices to build the LifeStraw brand. Strong emphasis is placed on creating robust cause-related strategies and seizing the current consumer demand for social purpose products to continue the exciting growth of the LifeStraw retail product line.

The Head of Digital Channel Sales will be a seasoned eCommerce professional, eager to develop and optimize LifeStraw's digital presence while maintaining and building a strong brand. This individual needs to be a high energy, enterprising, strategic thinker, who can manage multiple moving pieces while keeping focused on long-term development and business objectives. This position is responsible for online customer satisfaction and financial performance of the eCommerce business. A deep understanding of what inspires shoppers to buy is critical for success in this new role. Extensive eCommerce experience and expertise, including merchandising strategy, shopper insights, web design, and fast-paced content production are also essential.

The current team at LifeStraw is small, but scrappy. They are a unique company in practices and in culture. This means they are rather to the point, direct, and see every person and position holding equal importance to the team and mission. They embrace a “Die Hard” spirit in everything they do and are not afraid to get their hands dirty to achieve their objectives.

THE IDEAL CANDIDATE:

The ideal candidate is an energetic and confident self-starter who is ready to roll up his/her sleeves to get the job done. The LifeStraw team is entrepreneurial, innovative, and motivated. Outside of work, they mirror their consumers in their enthusiasm for the great outdoors and their desire to make the world a better place. The team at LifeStraw values self-directed, creative and innovative thinkers who will actively seek opportunities for growth and use influence and persistence to identify resources to drive sales and marketing goals. The Head of Digital Sales is flexible and able to navigate ambiguous situations. S/he thrives in a collaborative environment, but knows how to succeed as an independent contributor with limited resources.

KEY RESPONSIBILITIES AND PRIORITIES:

Leading eCommerce:

- Responsible for top-line financial performance of the LifeStraw e-commerce business including the B-to-B business with Amazon as well as direct to consumers.
- In collaboration with the Head of Retail Sales and Head of Marketing, develop and execute e-commerce sales and marketing strategies and manage / oversee 3rd party digital sales.
- Establish and implement in-house management of key digital accounts (including sales to and through Amazon) and direct to consumer sales through lifestraw.com.
- Identify, leverage and/or create digital platforms and opportunities to tell the LifeStraw Story and engage the consumers through the LifeStraw Follow the Liters link to purchase.
- Manage MAP pricing surveillance and controls for digital sales of LifeStraw products with in-house managed channels and approved 3rd party digital sales.
- Increase traffic and expand digital customer base, including new customer segments.
- Drive conversion rate optimization and abandoned cart recovery initiatives.
- Analyze and forecast inventory flow and manage product flow strategies and offerings to maximize right product, right time, and right channel.

- Oversee and direct all areas of ecommerce selling and fulfillment with a hand on approach.
- Review consumer feedback and work to improve identified risk issues in order to enhance consumer experience.
- Optimize path-to-purchase and consumer education about our products, cause and brand.
- Build a direct-to-consumer value proposition that differentiates us from other competing brands and wholesale customer channels, including strong content and community dimensions.
- Define consumer purchasing behavior and work with marketing to deliver appropriate messaging and offers to individual customers.
- Continuously test new marketing channels, merchandising features, and other business opportunities to improve the customer experience and grow revenue.

Working with Marketing:

- Leverage owned digital assets and paid digital programs to achieve brand and product objectives.
- Quantitative mindset and skills with deep respect for Brand.
- Mastermind and implement SEO and SEM strategies.
- Provide vision and leadership while working with LifeStraw team members to integrate owned digital assets (website, email, digital advertising) in the broader marketing communications plan.
- Build and execute a strategic roadmap for the LifeStraw.com web presence, including content navigation, search engine optimization, mobile optimization, and internationalization.
- Actively engage in ongoing testing and optimization to improve the online user experience.
- Lead email marketing strategy and execution. Manage automated email flows to ensure consumers receive the right message at the right time.
- Collaborate with Brand Marketing to develop a digital marketing and editorial calendar aligned with the brand’s business and merchandise strategy.
- Partner with retailers’ digital marketing teams to develop and execute customer-specific programs that drive sell-through of LifeStraw products, including product listing content, reviews, and channel specific marketing programs.
- Provide ongoing analysis of digital marketing program performance and key learnings to inform future investments.
- Work to identify and build partnerships with other brands to help communicate the LifeStraw brand story to new consumer segments.
- Collaborate on and support social media initiatives as assigned.
- Work with agencies and freelancers to update LifeStraw.com based on annual calendar.
- Identify additional affiliate marketing channels.
- Accurately track and report on eCommerce marketing spend and be responsible to activating the approved budget.
- Identify digital asset needs for LifeStraw.com, product pages and partner sites and provide feedback on asset development.

Leadership:

- Roll up your sleeves to establish in-house management of key digital channels.
- Build budgets and multi-segment sales strategies with Head of Sales and Head of Marketing to maximize revenue.
- Build lifetime value of customers and consumer engagement with the LifeStraw brand.
- Prepare annual budgets, provide ongoing results analysis and forecasting, and drive prioritization of investments through quantitative business justification.
- Serve as digital marketing and eCommerce thought leader and champion, sharing new ideas and best practices to position us at the forefront of our industry segment.

DESIRED SKILLS & EXPERIENCE:

- 10+ years of digital sales experience with proven track record managing sales on and through Amazon.
- Commitment to the LifeStraw DNA of working for social good and making a difference in the world.
- Strong understanding of paid digital media universe and demonstrated ability to build robust digital media plans that deliver results.
- Strong proficiency in online merchandising, user experience design, and usability best practices.
- Solid analytic skills – ability to extract insights from data and calculate program performance.
- Track record of innovative strategic thinking combined with pragmatic, roll-up-the-sleeves execution and results delivery.
- Skilled and experienced negotiator.
- Excellent written and oral communication skills with the ability to motivate and persuade.
- Ability to work across functions to catalyze change in a positive, collaborative, and transparent way.
- Self-starter, willingness, great sense of humor and a can-do attitude.
- Must be able to work under pressure and extended hours when required.

LOCATION: WASHINGTON, DC

Working at the LifeStraw HQ puts you in the epicenter of Washington, D.C. The office is located just three blocks from the White House and National Mall. The Potomac River is four miles from the HQ and offers chances for strolls along the river and the network of trails making up the Potomac Heritage National Scenic Trail is great for biking and running. Whether you are a history buff or completely new to the area, there is plenty to do and see in and around the DC area. If you have never visited this part of the country, get ready for some major sightseeing. Simply combing through the exhibits at the Smithsonian alone could potentially occupy one's free time for years. There are countless National monuments, museums, parks, and historical sites to fill your days off and weekends. Outside of DC, a few of the must-sees are Mount Vernon, Colonial Williamsburg, Harpers Ferry and Shenandoah National Park. Among the top places to live in or around DC that highlight walkable living and affordability (for the city) are; Mount Pleasant, Arlington, and Trinidad. Others include Alexandria, VA for the charming cobblestone streets of Old Town and its vibrant artistic community and culture; along with Silver Spring, Annapolis, Bethesda, and Baltimore in Maryland.

For additional information, please contact Adam Forest, Mary Maliff, or Deb Mason at:

THE FOREST GROUP

6181 Clark Mountain Road Lotus, CA 95651

(530) 344-0100 ph

adam@theforestgroup.com / mary@theforestgroup.com / deb@theforestgroup.com

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