

LifeStraw[®]

by VESTERGAARD

Head of Retail Sales
Recruitment Profile
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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 RETAIL 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 Retail Sales who is eager to be an active part of the solution.

THE DETAILS:

The Head of Retail Sales for LifeStraw is a new role designed to build sales 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 retail sales and retail marketing practices to build the LifeStraw brand. Strong emphasis is placed on creating robust cause-related retail strategies aligned with local markets, building relationships with distributors and retailers around the world, and seizing the current consumer demand for social purpose products to continue the exciting growth of the LifeStraw retail product line. The first challenge for this role will be to reshape North America's existing distribution from a distributor model to managing major accounts in-house.

Reporting to the Managing Director of Water at Vestergaard, the Head of Retail Sales for LifeStraw retail products will be responsible for top-line and bottom-line results. The role is accountable for achieving revenue goals by leveraging cause-related retail sales strategies and existing distributor relationships' ultimately expanding the market for LifeStraw retail products into new and emerging markets across the world. Key markets include North America and Europe, with emerging markets focused in Asia. The Head of Retail Sales will have direct reports that include a Digital Channel Manager, Key Accounts Manager and an International Accounts Manager.

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:

We are looking for a Head of Retail Sales for the LifeStraw retail segment who has experience and a keen interest in distribution strategy and growth, extensive experience with retail in mainstream accounts including Amazon, Target, Lowes, Home Depot, Sam's and Costco coupled with a passion for the public health mission the LifeStraw business serves. The ability to hit the ground running in these channels is critical to LifeStraw's continued success. Strong knowledge and experience in consumer retail sales, distribution, and the active lifestyle segment, combined with excitement for a socially conscious brand, is crucial for success in this role.

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 Retail 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.

We are seeking an expert relationship builder and charismatic networker who has proven experience in new channel penetration including mass and hardware. Exceptional communications and interpersonal skills are essential for success in this role. Strong cultural competence is an asset in working with our distributors around the world, our Geneva-based parent company, the developing countries and populations we serve, and the global markets where LifeStraw® is sold.

KEY RESPONSIBILITIES AND PRIORITIES:

Achieve Sales Growth for LifeStraw Retail Products

- Shape and develop a new sales organization that works with distribution partners and manages large accounts, including Amazon, in house.
- Develop and implement a sales strategy that aligns with cause marketing objectives.

- Manage annual budgets and sales targets to achieve this growth.
- Develop a merchandizing strategy and recommend product positioning and pricing strategy to ensure long-term market share growth.
- Provide commercial feedback into the marketing, R&D, and supply chain processes.
- Key Account leadership experience.

Sales, Distribution Strategy and Implementation

- Lead market channel development activity and coordination of distribution activities, and strategy across channels and market segments.
- Ensure pricing, promotion, and positioning that is consistent with the LifeStraw brand, managed across channels, and can achieve sales goals.
- Implement digital sales strategy with key partners including Amazon.
- Execute regionally tailored sales initiatives and manage channel partner sales to achieve the LifeStraw retail division top-line growth objectives.
- Establish and maintain relationships with industry influencers and key.
- Collaborate with the Head of Marketing to create sales tools and go-to-market resources that effectively position and differentiate the brand in.
- Identify and track sales performance metrics; monitor sales growth and provide regular reports on sales progress towards sales goals by region/territory.
- Develop and manage annual sales operating budget; work closely with operations to establish clear reporting, forecasting, and planning tools.
- Identify and execute opportunities for functional process improvement.
- Drive and participate in activities including trade shows, sales meetings, and account planning sessions.

Market Research and Consumer feedback

- Research and analyze trends, purchasing habits and the characteristics of consumers, their feedback on the Company's and competitor products.
- Actively analyze the competitive landscape, consumer/retail feedback and adjust distribution strategy to meet changing consumer preferences.
- Work closely with marketing and R&D to plan future product lines, extensions, and enhancements to help expand.

DESIRED SKILLS & EXPERIENCE:

- **Results-** proven track record of exceeding both operational and P&L goals with a demonstrated bottom-line orientation; evidence of the ability to consistently make good decisions through a combination of analysis, wisdom, experience, and judgment; high level of business acumen including successful P&L management; the ability to balance the delivery of programs against the realities of a budget; and problem solving, project management, and creative resourcefulness.

- **Strategic Vision and Agility**- ability to think strategically, navigate day-to-day operational challenges, anticipate future consequences and trends, and incorporate them into the organizational plan.
- **Capacity Building**- ability to effectively build organization and staff capacity, developing a top-notch team and the processes that ensure the organization runs smoothly.
- **Leadership and Organization**- exceptional capacity for managing and leading people; a team builder who has experience in scaling up organizations; ability to connect staff both on an individual level and in groups; capacity to enforce accountability, develop and empower leaders from the bottom up, lead from the top down, cultivate entrepreneurship, and learn the strengths and weaknesses of the team to put people in a position to succeed.
- **Action Oriented**- enjoys working hard and looks for challenges; able to act and react as necessary, even if limited information is available; not afraid to take charge of a situation; can overcome resistance to status quo and take unpopular stands when necessary.
- **General Management**- thorough understanding of finance, systems, and HR; broad experience with the full range of business functions and systems, including strategic development and planning, budgeting, business analysis, finance, information systems, human resources, and production. Knowledge of product design/development process, marketing and brand-building and sales functions is also critical.
- **Solid Educational Background**-undergraduate degree required; MBA, marketing or similar advanced degree highly desired.

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:

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