

## Director, Growth & Product

**52% of the world can't access healthcare: we're a business that does something about it. Join us.**

How does it work? We've built an app that works offline, and then go to more rural areas and train the health workers and independent people to be a decentralised network of field agents. They collect data on health needs, run targeted awareness and screening campaigns (which is productised and funded by a huge range of global companies) and then order and manage the distribution of private sector medicines, insurance plans and community health products! We're now looking to enhance this platform more, and become a comprehensive, end-to-end health service for less urbanised.

This isn't an easy task, but we're doing it – this isn't all talk! 5 countries, 5,500 agents trained, 50 core staff, and 500,000 lives touched so far. Most of this growth came in 2021, and we are planning to double this in the next six months too...

Why work with us? We are a tech start-up, in a unique space, with a new value proposition to build a socially minded business models for half the planet. You get to be creative, move fast, own truly important things, grow, and help people. We're not a charity either, we are redesigning how affordable healthcare is delivered through truly innovative business and service delivery models – we've raised VC money and are revenue generating and are focusing on our scale up.

We already work with over half of the world's largest pharmaceutical companies and have footholds in five markets, including India and Indonesia (with close to 20% of the world population there – with more growth and partnerships planned), and Philippines, Cambodia, and Kenya too! We're just getting started though, so get onboard: do something that matters.

Learn more on [our website](#), find some of our features in the news ([Tech in Asia](#) , [Straits Times, with our founder story](#) , or [Facebook talking about us](#)? Or just Google reach52!), [watch this explainer video](#) – or just get in touch! 😊

### Who are we looking for?

We are seeking an experienced Director, Growth and Product to lead both community growth and product management at reach52. The ideal candidate is passionate about our mission to deliver healthcare through offline-first digital health models in rural areas. She/he will have worked in tech startups with a strong track record of balancing the needs of our users, partners, suppliers and the business team in a fast-paced, dynamic startup environment.

Ideally you will have been exposed to teams and work in different countries and cultures globally. Most importantly you will be able to craft a strong vision for our product line for the years to come as we experience rapid growth across multiple sectors and countries and different modalities of interactions with users (e.g. features for end-users including mobile payments, points, appointment booking, teleconsultation, functions for our Agents on the ground, suppliers and partners).

Ideally the candidate will have the vision of how to integrate the product strategy with a broader data strategy across the company and create a seamless user experience. This will augment our aggressive community growth and user acquisition plans that will also be led by you. As Growth Lead, you will help build and run an operational playbook, including recruiting a team, evaluating potential partners, addressing legal and regulatory hurdles, as well as testing and iterating on various operational models.

**Title:** Director, Growth and Product

**Employment:** Permanent with 3 months' probation

**Start Date:** ASAP

**Location:** Singapore

**Reporting to:** CEO

## What you'll do

The core role scope and responsibilities will be:

- Work as part of the Management Team at reach52 to deliver a broad range of strategic initiatives in our product and data roadmap, as well as help achieve our community growth and user acquisition targets
- Lead the architecture and design of our tech product (version 2.0 of our current app) including selecting the best fit technology platforms, data and system architecture that fits the company's midterm needs
- Build an app that users will love, incorporating design thinking methodologies with the understanding of limitations in low resource settings
- Develop an operational market launch playbook and continually innovate processes
- Operationalise this plan, building a market launch team in our core offices as well as new markets; Evaluate, recruit and onboard Growth Partners
- Report on performance against key metrics and numbers
- Lead regulatory and legal work needed for country expansion
- Work closely with other business leads, engineering, and data team/s to support tech configuration
- Generate insights and clear views of market needs, and how reach52 can support this as part of our launch strategy
- Manage and own user and market expansion targets, budget, and business strategy
- Manage and refine the financial reimbursement amounts for Growth Partners
- Motivate growth team to hit targets, maintain an energised and productive environment, inspire to win

## Who you are (probably!)

We're reasonably sure you should have a profile like this, but we can flex sometimes:

- 10-15 years of industry experience with 5+ years of experience leading teams, successful new market launches, helping businesses expand into new countries and managing the end-to-end process for this
- Experience in a start-ups, healthcare or tech highly advantageous
- Project management experience with an obsession over details
- High autonomy, entrepreneurial mindset to implement a business from scratch
- Evidence of executing against growth and/or P&L targets in LMICs
- A passion for healthcare access, innovation, and social impact
- An agile, hardworking and growth mindset, able to thrive in a fast-paced environment
- Robust analytical skills and an ability to process complex information to define clear direction and strategy
- Deep knowledge of architecture and design
- Knowledge of health tech / fintech / B2C marketplace is strongly preferred
- Outstanding communication, interpersonal and leadership skills
- Working knowledge of cloud platforms, Java / Kotlin / node.JS / ReactJS / AngularJS, SQL and NoSQL databases and replication
- Love dynamism and an ever-changing set of challenges and projects to work on
- Flexibility to travel 50% of the year when COVID restrictions are lifted.

**Up for it? Love it! Ship your CV, and introduce yourself, to [edward@reach52.com](mailto:edward@reach52.com)!**